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The

Manufacturing Confectioner

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NEER SPECIALIZED PUBLICATION FOR CONFECTIONERY MANUFACTURERS



**DECEMBER
1952**

More on Temper and Its Evaluation
Stereo Provides New Candy Displays
Sorbitol as Used in Confections
Complete Editorial Index for 1952

cut coffee costs in half!



This headline is not just a trick claim to induce you to read further. It's a proved fact . . . *proved day-in and day-out by candy manufacturers everywhere!* COFFEE FORTE actually cuts coffee costs in half, yet gives candies a rich, cup-of-coffee aroma, as well as the full-bodied flavor that creates repeat sales! *You save 50% because COFFEE FORTE is double-strength!* You'd actually need twice as much pure dry instantly soluble coffee to build up the same degree of flavor. Yet COFFEE FORTE costs no more! Write, wire, phone . . . we'll tell you all about it!

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gone all the way in perfecting our line, — not merely one or two
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you want in flavors, at a price you
can afford to pay, come to FRITZSCHE. . . .
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Center of the World*

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Pioneer Specialized Publication for Confectionery Manufacturers—Management, Production methods, Materials, Equipment, Packaging, Purchasing, Sales, Merchandising.



The Manufacturing Confectioner

READ WHEREVER CANDY IS MADE

DECEMBER 1952
Vol. XXXII No. 12

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COVER: Our wish for a very Merry Christmas to our friends in the industry—from the Staff of The MANUFACTURING CONFECTIONER.

Published Monthly on the 5th by The Manufacturing Confectioner Publishing Company, publishers of The Manufacturing Confectioner—The Blue Book—The Candy Buyers' Directory. Executive offices: 418 No. Austin Blvd., Oak Park, Illinois. Telephone EUclid 6-5099. Eastern offices: 303 West 42nd Street, New York City 36, N. Y. Telephone Circle 6-6456. Publication Offices: Pontiac, Illinois. Copyright, 1952. Prudence W. Allured. All rights reserved. Subscription prices: One Year \$3.00. Two years, \$5.00. Per copy, 35c. "Purchasing Executive Issue": \$2.00. In ordering change of address, give both old and new address. Entered as Second Class Matter, April 20, 1939, at the Post Office at Pontiac, Illinois, under the Act of March 3, 1879. Member: National Confectioner's Ass'n. Western Confectionery Salesman's Ass'n. National Candy Wholesalers Ass'n. Audit Bureau of Circulation, Associated Business Publications. Foreign Subscriptions: One Year, \$4.00. Two years, \$7.00. Canadian Subscriptions: Same as U. S.

From the Desk of the Publisher

With this December issue, Volume XXXII of THE MANUFACTURING CONFECTIONER is completed. Thirty-two years of specialized publications for confectionery manufacturers have appeared continuously since the pioneering efforts of the Founder, Mr. Earl R. Allured.

Thirty-two years is but a short interval if measured by historical or geologic ages; it is approximately half a lifetime; but it is sufficient time to evaluate the Founder's concepts. Mr. Allured believed in the Confectionery Industry—he believed the Candy Manufacturers needed a specialized publication, one dedicated towards the advancement of candy making through technical and industrial improvements.

THE MANUFACTURING CONFECTIONER has continuously striven towards this goal through the publication of timely, informative articles. To present provocative articles for management's benefit is no simple, easy task: to continue to do so is possible only with the efforts of a capable staff and the co-operation of leaders in the confectionery industry.

Continuous publication is akin to continuous processing. In 1952, THE MANUFACTURING CONFECTIONER reported on three continuous processes: *Continuous Fondant Production Line* (January), *Cooking Starch Jellies by a Continuous Method* (August), and *A Continuous Caramel Operation* (November). The NCA Production Forum, including the continuous mixing of marshmallow and nougat, was reported in July. Truly, the continuous production of candy is a reality.

THE MANUFACTURING CONFECTIONER has continued features of time-proven value, such as the Candy Clinic, The Candy Equipment Preview, and Candy Packaging. The Candy Packaging Clinic, first published in 1935, presents unbiased constructive criticism akin to that offered by its contemporary, The Candy Clinic.

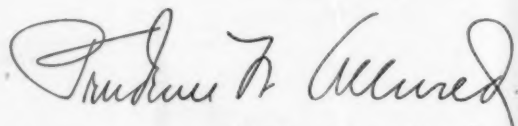
The Manufacturing Confectioner Publishing Company, publishers of the monthly issues of THE MANUFACTURING CONFECTIONER, and the annual *Purchasing Executives'*

BLUE BOOK and THE CANDY BUYERS' DIRECTORY—triumvirate leaders of the confectionery industry—is not content with printing timely information only. Timeless studies, books and pamphlets also flow from its press. Books, such as *The Problem of Chocolate Fat-Bloom* by Robert Whymper (1933); *Confectionery Analyses and Composition* by Stroud Jordan and K. E. Langwill (1946); *Candy Production: Methods and Formulas* by Walter L. Richmond (1948); and *A Text Book on Candy Making* by Alfred E. Leighton (1952) are virtually classics. Pamphlets, such as *Principles and Design of Chocolate Cooling Tunnels* by Edward W. Meeker; *A New Method for Proper Tempering of Chocolate* by A. T. Newth; and *Confectionery Factory Maintenance* by John H. Bier have appeared more frequently. *Modern Methods of Candy Scrap Recovery* is being revised by W. H. Childs, and goes into its second printing.

A 1952 innovation, *Flashbacks to 1927* (or 25 years ago), has met with favorable reception. An European subscriber requested pages of an article on the prevention of bursting fermentation of chocolate creams originally published in 1927. We were very glad to have a reprint of this available to send. Since we cannot maintain stocks of reprints and single issues we often have to resort to photostatic copies for requests of this sort.

We shall expect to make changes from time to time but you may be sure that THE MANUFACTURING CONFECTIONER will be continuously serving you and the Confectionery Industry for many, many years to come.

Happy New Year,



Publisher-President

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FOR YOU

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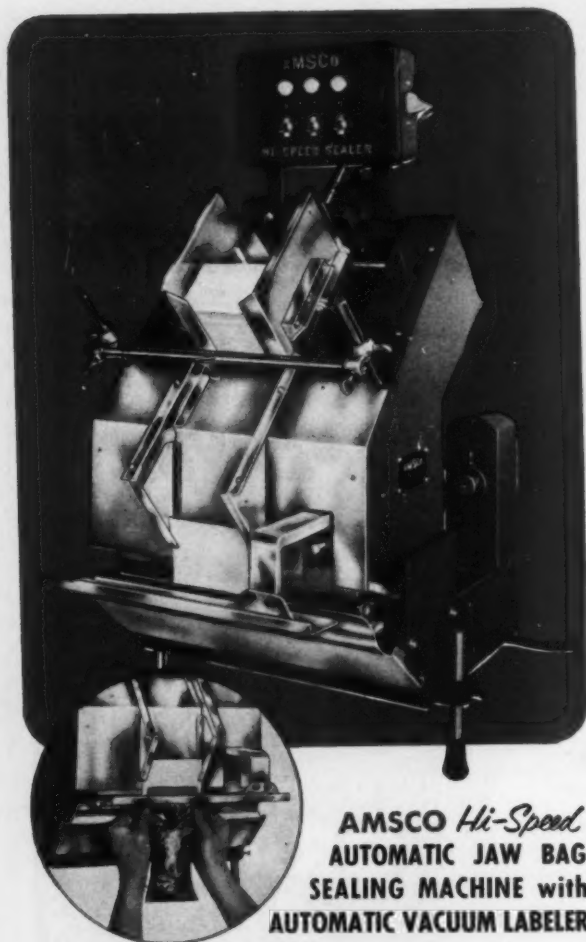


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quality product
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Confectioners' Briefs

● The Sierra Candy Company has completed negotiations to purchase the Chase Candy Company business of San Jose, California, according to a joint announcement made by Theodore A. White, Vice-President of Sierra, and Charles Chase, General Manager of the Chase Company. The transaction, involving over \$300,000 includes all finished products and raw materials, the customer records for the eleven western states, Hawaiian Islands, Alaska and Japan, and an arrangement whereby Sierra will fill all present orders for Chase Candy Company's customers.

● Sweets Company of America, Inc., announces the election to its directorate of Melvin J. Gordon, president and director of the Douglas Silk Products Company, Inc.

● Loft Candy Co. has contributed 75,000 paper "sky-watchers" for the New York State Civil Defense Commission use in aircraft spotting, plus an additional 40,000 units through its candy stores to encourage enlistments as air watchers.

● Herbert Tenzer, Chairman of the Board of Barton's Bonbonniere, Inc., was guest of honor at the annual dinner of the Confectionery and Allied Trades Division of the Federation of Jewish Philanthropies of New York.

● James O. Welch Company, which began life back in 1927, in tiny quarters on Washington Street, Cambridge, Massachusetts, announces its 25th Anniversary by a special issue of its "Welch News." The photographs of the Cambridge and Los Angeles plants featured on the front and back covers respectively, seem a far-cry from the early beginning of the company. M. C. offers congratulations for a job well done. And we expect to be around to celebrate the Welch company's Golden Anniversary.

● George H. Williamson, chairman of the board of Williamson Candy Co., has been nominated president of the Illinois Manufacturers Association for the coming year. Election will be held at the group's 59th annual dinner meeting on December 9, at the Conrad Hilton Hotel in Chicago.

● The Sisco-Hamilton Company of Chicago, whose plant, stock and equipment was completely destroyed by a recent fire, have announced that plans are being made to rebuild. The Company expects that it will be several months before they can again offer their usual customer service, but expect to rush building plans through to completion at the earliest possible date.

Merry Christmas

*The spirit of good will
toward our fellow men comes to all of us
as we approach the Christmas season.*

*May we lay aside
the worries of business
and enter into the spirit of Christmas.*

*When we return to our daily tasks
may we take with us
the kindness and the spirit of friendliness
that has made this season of the year
so enjoyable and thus assure
to all a Happy New Year.*

O L I V E C A N C O M P A N Y



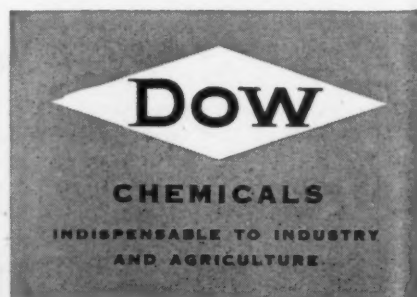
When you meet infestation in your plant head-on with Dow's **THREE-goal** fumigation plan, you're bound to win! Get Dow's **THREE** proved pesticides into your battle for a clean plant. Ask your fumigator about the advantages of using Dow Methyl Bromide *periodically*—Dowfume EB-15 *regularly* and Dow Mill and Bin Spray for a *constant residual insecticide*. It pays to insist upon **ALL THREE!**

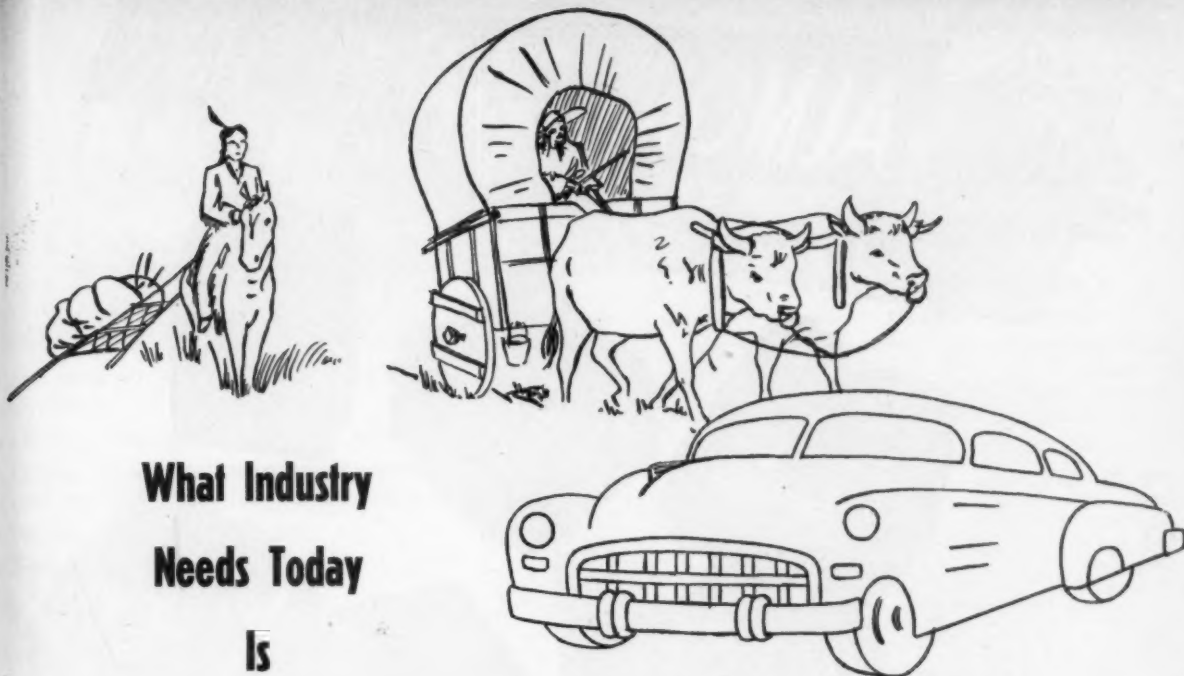
- 1. DOW METHYL BROMIDE**—for space fumigation in food plant or warehouse . . . for fumigating incoming materials in the box car . . . for fumigating small lots of questionable materials in your vault or under a tarpaulin.
- 2. DOWFUME® EB-15**—for mill machinery and spot fumigation to prevent insect build-up.
- 3. DOW MILL AND BIN SPRAY** (containing Lindane)—the residual spray that helps prolong the effectiveness of your fumigation.

Ask us about the source of this all-round service in your locality.

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Midland, Michigan

New York • Boston • Philadelphia • Atlanta • Cleveland • Detroit • Chicago
St. Louis • Houston • San Francisco • Los Angeles • Seattle
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What Industry Needs Today

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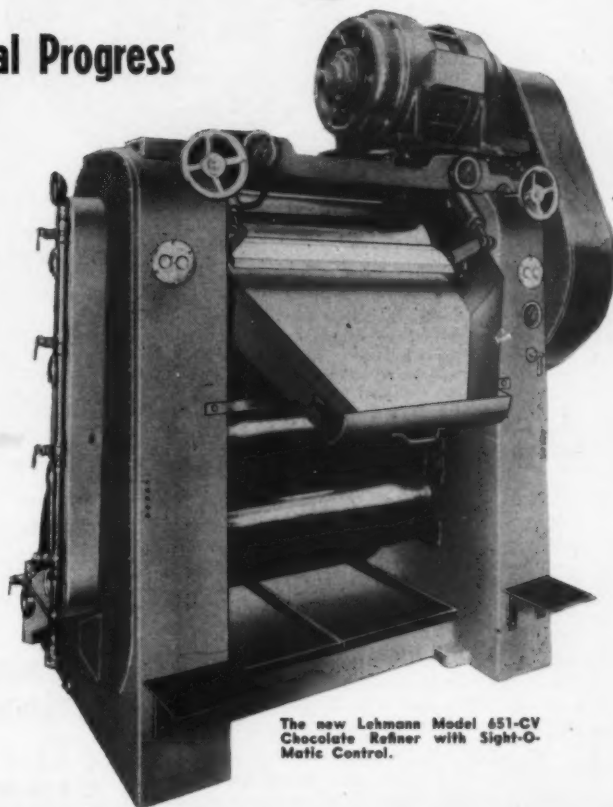
Faster Acceptance of Technological Progress

It took aeons for man to progress from primitive transportation to the automobile. In modern industry, however, survival may depend on quick acceptance of technological improvement in production methods. Competition is so keen that, if one manufacturer adopts a new cost-reducing machine, others in the same field must do likewise or face an up-hill struggle to hold their business.

Many manufacturers, recognizing this fact, replace obsolete, though still serviceable, machinery **BEFORE** the customary write-off period has elapsed. Others would rather continue to operate at high cost and forego the use of improved machinery until the old has "paid its way".

In the refining of chocolate, the new Lehmann Model 651-CV Chocolate Refiner with *Sight-O-Matic*® Control saves time and guesswork in maintaining correct roll pressures and other adjustments. And this is only one of ten or more types of up-to-date time-saving chocolate processing equipment manufactured by Lehmann.

Worth looking into, don't you think?



The new Lehmann Model 651-CV Chocolate Refiner with *Sight-O-Matic* Control.

*Reg. U. S. Pat. Off.



J. M. LEHMANN COMPANY, Inc.

MAIN OFFICE AND FACTORY: 546 NEW YORK AVE., LYNDHURST, N. J.

for December, 1952

Page 11

these **ALMOND CARAMEL CLINGS** will make your "best-seller list"



Here's your formula.

25 lbs. corn syrup
10 lbs. invert sugar
40 lbs. sweetened condensed whole milk
15 lbs. granulated sugar
5 lbs. dairy salted butter
2 lbs. hardened edible oil (86-96° m.p.)
¼ lb. salt
vanilla and maple flavors
roasted Drake or Mission almonds,
select sheller-run.

Place all ingredients (excepting flavors) in caramel cooking kettle equipped with double-action, mechanical mixer-stirrers; mix well, apply heat, stir and cook to approximately 235-238° F. (to obtain medium soft-ball consistency).

Add flavor, mix, and deposit caramel on metal or wooden trays covered to approximately ½" deep with roasted almonds. When cool coat on the caramel surface or completely coat with chocolate.

(Condensed milk may be replaced with 40 lbs. of evaporated, unsweetened milk, adding 10 lbs. of granulated sugar. Start with 3 quarts of unsweetened evaporated milk, adding balance gradually while boiling.)

MAKE THEM WITH CALIFORNIA'S FINEST ALMONDS.

That means "Blue Diamonds," of course. Leading candy-makers know how uniform *dependable* quality minimizes their own sorting and handling costs, and how the Exchange's scientific moisture control assures them of a pound of almonds for every pound purchased. They know, too, how often candy customers say, "I'll take the one with almonds." Let's talk almonds... and let's talk about selling more candy. Write today for current favorable prices, for samples and free 16-page candy formula booklet.

Blue Diamond ALMONDS

CALIFORNIA ALMOND GROWERS EXCHANGE

SACRAMENTO, CALIFORNIA
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and 221 North La Salle Street, Chicago 1



The Nation's Favorite Candies are ALMOND CANDIES

THE SYMBOL OF THE CANDY
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Results Speak Louder Than Words

- Increase your plant's productive effectiveness.
- Improve the quality of your candy.
- Eliminate wasted man-hours, scrap losses and loss in production due to breakdowns.
- Reduce operational costs.
- Reduce labor costs.

Ask the satisfied users of these miracle machines which give 2 to 3 times the production of far better quality candy, with the consequent reduction in labor costs, floor space required and elimination of losses due to scrap and breakdowns.

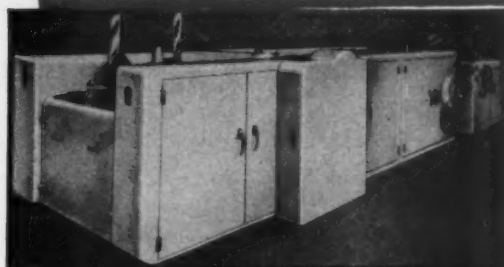
Investigate the many ways National Equipment can help YOU save money and increase production ALL AT THE SAME TIME. The proof that National Equipment offers you unusual savings in labor, time, material and operating costs are the repeat orders and enthusiastic endorsement of such companies as... Chase Candy Co., Henry Heide, D. L. Clark Co., The Kroger Co., Mason, Au & Magenheimer and many others too numerous to list.

We'd like to show you how National Equipment can increase YOUR EARNING POWER.

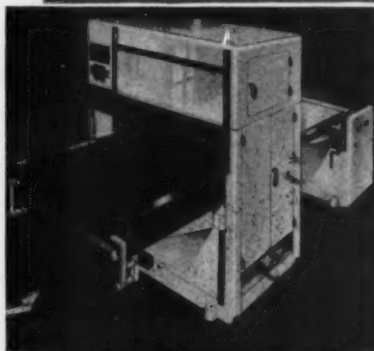
Our advanced engineering and vast resources of our huge, most modernly equipped plant has shaved off dollars of maintenance waste, stepped up labor economy and made record production performances commonplace.

Right now, we can still deliver—and we can hold the line on prices. We can still arrange installations over a week-end without interrupting your production schedules.

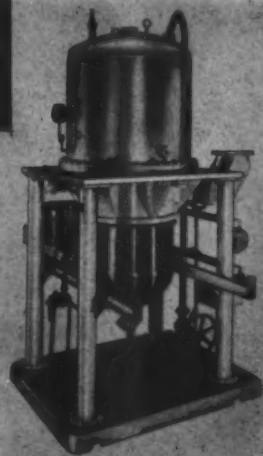
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FELCAFÉ, FELTON'S NEW COFFEE IMITATION, ACCLAIMED COAST TO COAST!

Conclusive Tests by Manufacturers of a Wide Variety of Products Prove Its Advantages in Flavor, Aroma and Economy

As a result of several years of research and development, Felton Chemical Company chemists have produced a new coffee flavor that has revolutionized the use of coffee in many products. Candy, ice cream and baked goods manufacturers have long been aware of the handicaps presented by the lack of stability of coffee flavor concentrates, and it was this problem which Felton tackled first. Literally hundreds of new chemicals were isolated in the search for proper ingredients, and at least fourteen new specific aromatics were developed.

Never before in all phases of the study carefully selected ingredients were listed. Felton contributed to the products outlined in the most important campaign by doing no distortion found in any of the products. Study carefully the ingredients were listed. Felton contributed to the products outlined in the most important campaign by doing no distortion found in any of the products. Study carefully the ingredients were listed. Felton contributed to the products outlined in the most important campaign by doing no distortion found in any of the products.

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75 Times Stronger Than Coffee
Felcafé has been found to be at least 75 times stronger than coffee, and its economy is quickly obvious to any manufacturer. Thousands of batch tests have been made, not only by Felton, but by manufacturers using flavors, and based on the commercial conditions of manufacture in the candy, ice cream, dessert, beverage and extract fields. Felcafé has proven its record-breaking economy.

Will Not Cook or Freeze Out
Felton's unusual flavor is non-volatile, and its stability eliminates any worry about cooking off or freezing out. Neither does it oxidize or become rancid.

Candy Manufacturers Applaud Advantages
Felcafé retains its full-bodied flavor in Hard Candy, Toffee, Caramels, Fudge, Soft Centers, Creams and Fondants, Marshmallows, Gum, Starch Jellies, Chocolate.

Ideal for Foods and Desserts
Popular coffee flavor can now be successfully applied to Ice Cream, Ices and Sherbets, Packaged Ice Cream Mixes, Puddings, Syrups, Beverage Concentrates, Gelatin, Pie Fillings, Cake Fillings, Icings, Toppings, Sandwich Fillings, Carbonated Beverages, Extracts.

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Coffee as a flavor for pharmaceuticals can be a big factor in the success of all kinds of products such as Pharmaceuticals, Lozenges, Troches, Vitamin Tablets, Cough Syrup, Elixirs.

Write For Samples of This Amazing Coffee Flavor

Tell us about the products in which you would like to use Felcafé. We will be happy to send you directions and liberal samples for testing.

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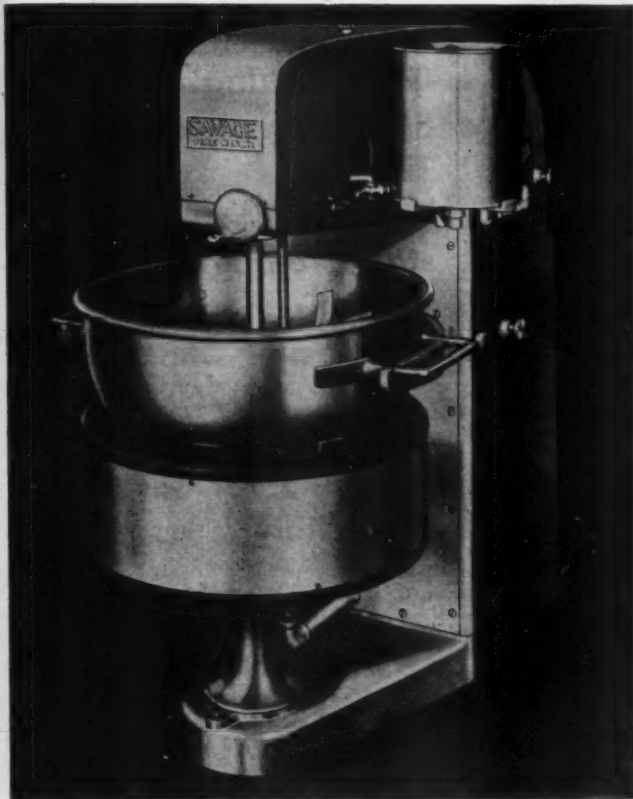
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MODEL S-48

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The Savage Improved Portable Fire Mixer, Model S-48, was designed to include many new features and conveniences with automatic temperature control and variable speed. It is a combination cooker and mixer for making caramel, peanut brittle, peanut candies, fudge, nougat, gum work, and when equipped with double action agitator is ideal for coconut candies and heavy masses requiring thorough mixing; in fact this machine is suitable for any batches requiring mixing and cooking.

Savage Fire Mixers are used by large manufacturers as well as individual retailers in practically all plants in the United States, Canada and many foreign countries.

Inquiries are solicited

IMPORTANT FEATURES

1. Aluminum base and body casting—light but substantial for long life.
2. Atmospheric Gas Furnace with stainless steel shell for manufactured, mixed and natural gas, also liquid petroleum gas 2550 b.t.u.
3. Steel agitator with improved nickel alloy scrapers securely attached to stainless shaft yet easily removable. Single or double action as desired.
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8. Stainless steel cream can with brass faucet.
9. Stainless steel drip pan attachment.
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50 gallon Model F-6 Savage Tilting Mixer with stainless kettle.

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200 lb. Savage Flat Top Marshmallow Beater.

600 lb. Continuous Cooker with two 60 gallon kettles.

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M. A. Savage, President • Richard J. Savage, Jr., Vice President

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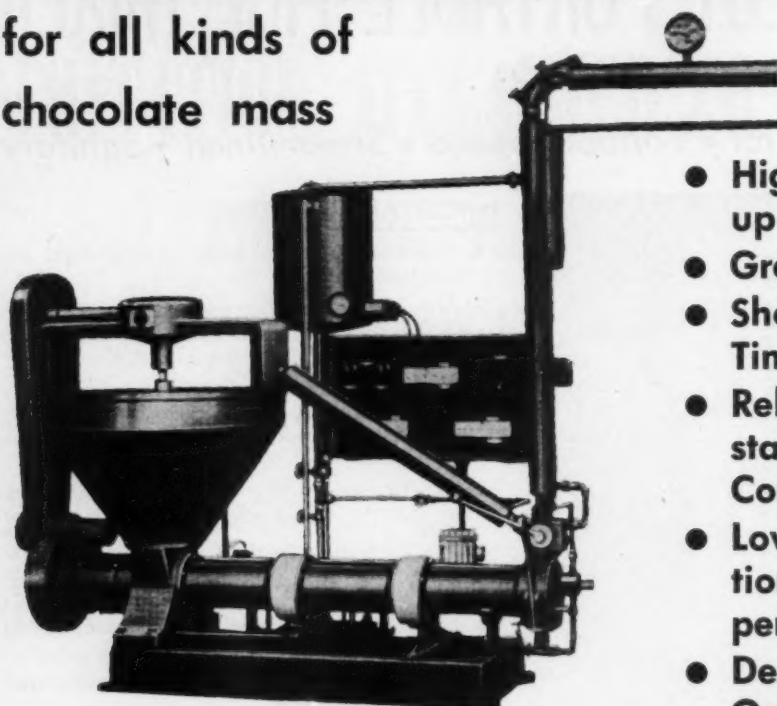
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Since 1855



AUTOMATIC TEMPERING MACHINE "TA"

for all kinds of
chocolate mass



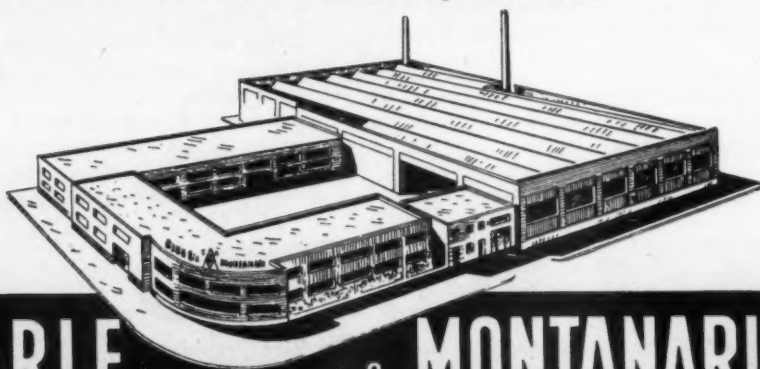
- High Hourly Output up to 1200 lbs.
- Great Saving of Labor
- Shorter Processing Time
- Reliable Thermo-static Temperature Control
- Low Water Consumption of 150/260 gal. per hour
- Designed for Sanitary Operation

Through a new system of temperature control, this machine guarantees the delivery of chocolate at a constantly uniform temperature.

The system is based primarily upon the principal of precise and rapid operation of valves by means of electrical controls. This eliminates uneven tempering due to valve operation delays in gas and mercury operated systems.

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CERTIFIED COLOR CUBES



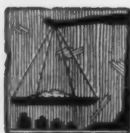
QUICKLY! Atlas Self-Measuring Color Cubes are the *fast, easy, fool-proof* way for *anyone* to color a hard candy batch of *any* size. Atlas Color Cubes are readily and fully soluble in hard candy. Just use 1 cube to color a 35 lb. batch.

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Flashbacks

to 25 Years Ago



ON the editorial page twenty-five years ago this month, we reflected on the "Year of Progress" just passed and mused some on the future of the industry.

TANK wagon service for handling corn syrup had passed the experimental stage, and the year 1927 found some 125 installations in operation in the United States. Chicago was heading the list with somewhere between 45 and 52.

NEW standards for corn syrup were being inaugurated. The existing Beaume standard was in the process of being re-examined in favor of the more practical "sweetness" or dextrose standard.

PROGRESS was also noted at this early time in the mechanical han-

dling of sugar syrups. A number of tank and pipe line installations were already in use, although principally in the jelly and pie-baking industries.

COATING prices, which skyrocketed during the year, seemed to provide an unexpected stimulus to the manufacture and sale of cocoanut butters. Old and new refineries were carrying on extensive research programs, with the result that several of the larger refiners had already achieved some notable results.

THE Adviser thought it was time for making some new year's resolutions for some of the candy manufacturers. At least he recommended that some microscopic surveying be done to check back over the year's activities. That possibly might apply today as well as 25 years ago. The failures and shortcomings of each

year's efforts can't stand to be repeated year after year.

FOR the first time the Suchard products will be made in American plants. One of the most important announcements to be made for years in the candy industry was considered to be that of the formation of the Wilbur-Suchard Chocolate Company, a combination of H. O. Wilbur & Sons, Inc., of Philadelphia, and the American interests of Suchard, whose headquarters were at that time in Neuchatel, Switzerland.

STROUD Jordan reviewed the new outlook of chemistry in the industry, and warned the manufacturer to "Use Your Chemist." This was a forthrightly discussion by Mr. Jordan with some salient facts about the many values the chemist might give to his candy manufacturing employer.



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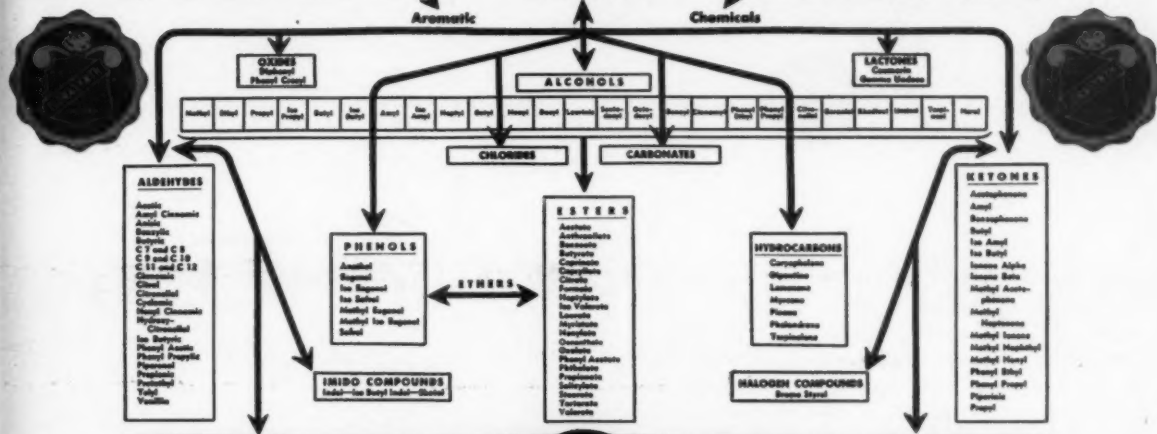
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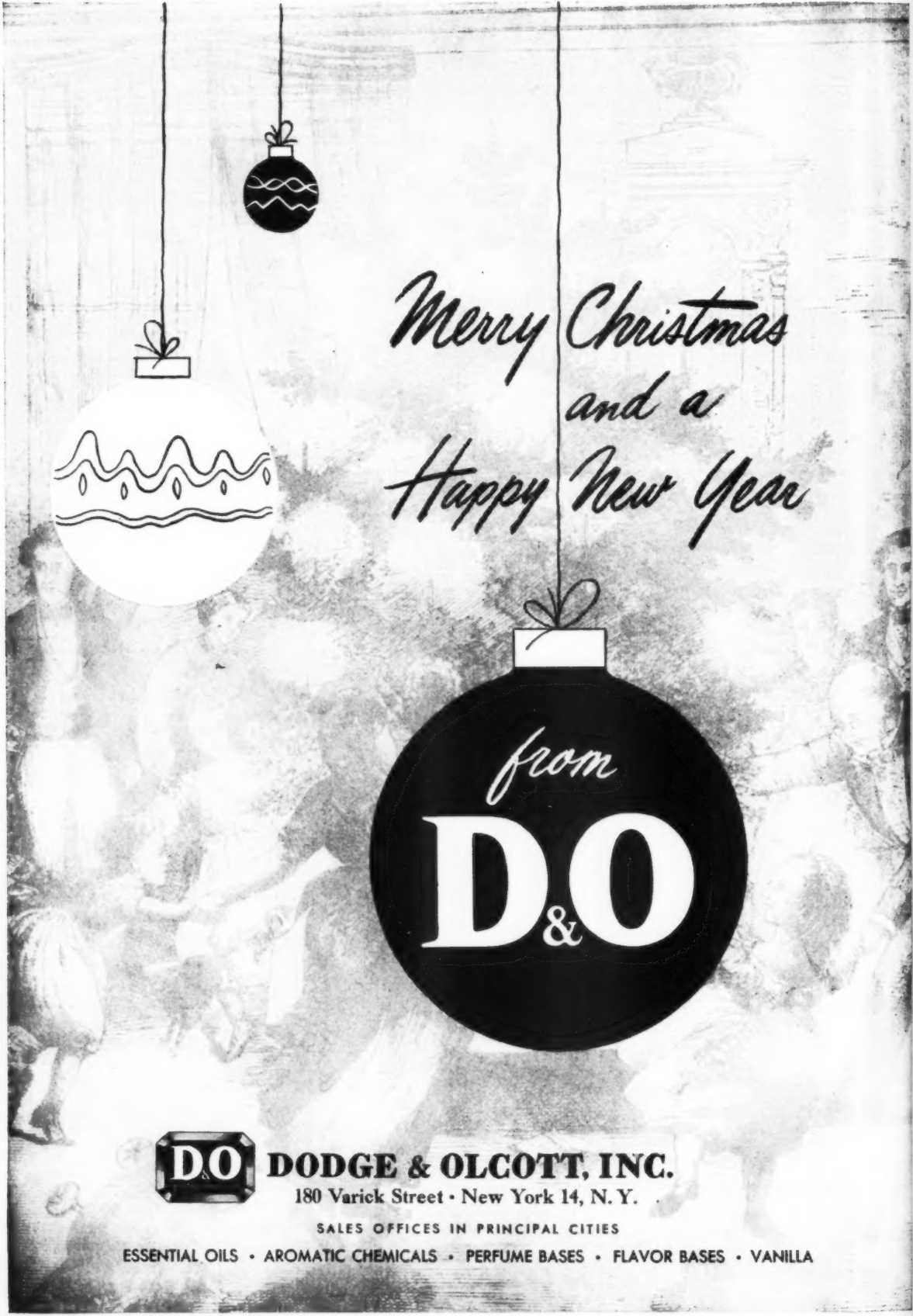
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DECEMBER, 1952, Vol. XXXII No. 12

A Further Note on Temper And Its Evaluation

by ROBERT WHYMPER

SUCH work as that of Messrs. Meyers and Graham on 'Temper and its Evaluation' ('M.C.', June, 1952) must necessarily attract attention when coming from the laboratories of the Hershey Chocolate Corp., and I have found it most interesting. It is, however, open to some criticism, in my opinion, insofar as it is difficult (for me at any rate) to see any real advance made in the matter of 'Tempering' through the study of cooling-curves for the benefit of manufacturers of Chocolate Candies. Any original work of this sort is, nevertheless, a contribution

to our scientific knowledge of the subject, and, to me, most welcome.

The authors refer to the publications of Jensen and Whympers on cooling-curves of Chocolate as "mostly to define and explain temper rather than to control it."—a perfectly fair criticism in both our cases of our work in the dim and distant past with the exception of the latter's later, essentially practical but not perfect, method of determining and controlling, by such curves, the state of temper of chocolates in any factory with given temperature-conditions in cooling- or setting-room. So far as 'bloom' is concerned—to prevent which is one important purpose of proper tempering—the cooling-rate in the setting-room, dependent on its temperature, is of moment nearly equal to the state of temper of the Chocolate entering it. Indeed, it is possible to ruin a properly tempered Chocolate by setting it at either too high or, more usually, too low a temperature in tunnel or cooling-room. It is, therefore, open to argument whether the study of the state of temper observed in a tube containing 75 grs. of Chocolate plunged into a bath of "dry ice and acetone" is of any real value to the candy-factory operator. I may be wrong, and it may be that space did not allow the authors to elaborate the utility of their findings, or, again, that the candy-manufacturer did not enter into their calculations.

The method adopted and recommended by Meyers and Graham for their study is essentially that of Jensen with one great difference—namely the use of *intense cold* by the former during their observations. The similarities between the two methods are the employment of relatively large quantities of Chocolate for each experiment (75 grs. by Jensen; 50 grs. by Meyers and Graham); the general dimensions of the tube (19 x 3.5 cms. or 7.58 x 1.38 inches by Jensen; 6.5 x 1.25 inches by Meyers and Graham); the use of a thermometer graduated to 0.2 C.; non-agitation during the observations; and the prevention of radiation of heat from the Chocolate by insulation.

Jensen gives the effect of agitation as well as still-cooling in many of his solidification-figures; Meyers and Graham adopted only still-cooling, which raises some complications in so large a bulk of Chocolate as 50 grs. in an intensely cold medium and that detracts considerably from the value of their findings to the candy-man.

I disputed with Jensen over adoption of so large a quantity as 75 grs. of Cacao Butter or Chocolate in his experiments except when agitation was practiced and he was establishing the mechanism of tempering, and I can see no reason for exempting Meyers and Graham from simi-

lar criticism on the same grounds. Jensen himself admitted—"Although the actual working conditions for chocolate are not thereby reproduced, the test is more consistent and complete."—an admission that would seem to apply to the 'Meyers and Graham' method also, but not to my confusion or to my own method of taking cooling-curves of Chocolate which was designed to simulate factory practice. I, personally, am no longer interested in the *mechanics involved in tempering* except insofar as they can be put to practical use by the Candy Factory Manager and his enrober-men, since my opinion is that the theory of 'proportional crystallization' of the higher-melting fractions from the lower of the contained Cacao Butter has been now long and well established and can be checked by taking cooling-curves in almost any old way. I am, therefore, prepared to dispute with Meyers and Graham only on the one point of utility to the candy-man of their modified method, while readily admitting that their method of taking cooling-curves as described may be useful where bulk blocks of Chocolate are concerned, or, even, thicknesses of 7/16th of an inch which is the probable thickness of Chocolate surrounding Meyers' and Graham's thermometer bulb.

A good deal of emphasis was laid by the authors on their "First Factor" or "Cooling Rate" ("change in degrees Fahrenheit per minute"), which appears to have been considered a novel finding—yet every cooling—or solidification-curve, however taken, with temperature plotted against time in minutes gives the 'Cooling Rate' for anyone to see, and that has always been regarded as important in the problem. This observed 'Cooling Rate' of Chocolate, whether tempered or untempered, is, indeed, *very important*, but is dependent upon such factors as, first, the temperature of the Chocolate when readings are started; secondly, the temperature at which the cooling and setting is permitted; thirdly, whether radiation of heat from the Chocolate is encouraged (as in the factory) or impeded by insulation of the apparatus (as is usual by less practical scientists in the laboratory); and, fourthly, upon the thickness and bulk of the Chocolate employed for the test.

The "Second Factor" stressed by Meyers and Graham was the point of "Active Crystallization" which is, of course, the turning-point on the curve from which the state of temper of a Chocolate can be judged. Quite rightly, it was emphasized that this point, taken in conjunction with the "Cooling Rate" (though I prefer to judge this from the angle or slope of the curve compared with that of a non-crystallizable oil), is the clue to the state of the Chocolate under observation.

In my method of taking cooling- or solidification-curves, a thickness of Chocolate only about 1/16th of an inch (equivalent to a coating on a candy) surrounds the bulb of the thermometer, and the whole series of observations is made at the temperature of the cooling- or setting-room of the factory, with free radiation of heat and, therefore, under exact factory conditions, the results being, therefore also, specific to that factory. *For such a purpose*, a large bulk of Chocolate cooling while stationary at a very low temperature would give decidedly misleading results, and I am inclined to think also that with 7/16 of an inch of Chocolate rapidly congealing from the outside inwards at a very low temperature and surrounding the thermometer-bulb, as in the Meyers' and Graham's experiments, somewhat similar misinformation

would be probable. Moreover, removal of heat by radiation from the cooling, crystallizing Chocolate also was prevented by Meyers and Graham, *contrary to factory practice, and no information could be obtained as to the length of time in the setting-room at any temperature for any Chocolate to secure perfect setting.*

Without detracting in any way from the work of Meyers and Graham, I should like the authors to consult Pichard's papers—studies in tempering Chocolate for moulded goods most comparable to their own—published in 1931-2 ('Off. Internat. de Chocolat et de Cacao'), and especially his figures for Cacao Butter graphed by me in 'The Problem of Chocolate Fat-Bloom' and described on pages 86-92. For Pichard called attention to 3 sections on the cooling-curve: (1) the entirely liquid stage, (2) the turning-point of congelation ('Active Crystallization') with evolution of crystallization until (3) when the Chocolate or fat falls in temperature at a nearly regular rate to that of the temperature of the setting-room or experimental cooler. The rate of cooling or the time occupied in each section is, of course, made self-evident. All this seems to anticipate Meyers' and Graham's findings, or at least, their 'stressings', but still does not tell how long a time or at what temperature it is necessary to expose the tempered chocolate-goods to get perfect settings as would be the case from the curves obtained by own admittedly imperfect method.

With regard to the point of "Active Crystallization", no two methods of determination can provide exactly similar results. With tempered Cacao Butter while agitated, Pichard's 'A.C.' point was 91°-93°F.; by cooling without tempering and agitation, 67.1° F. (i.e. super-cooled). Under my conditions of taking cooling-curves in a factory cooling-room at 61.5° F., the 'A.C.' point for a properly tempered Chocolate would be about 72° F., while under Meyers' and Graham's conditions a figure of 79.6° F. seems to have been regularly obtained. These differences are readily understandable and, perhaps, indicate why my preference is, and is likely to remain, for a method or methods of taking cooling-curves covering any conditions likely to occur in any chocolate-candy factory rather than one over-all method but applicable only to special cases of greater thicknesses of Chocolate than those usually coating chocolate-candies. I admit that my method is far from perfect and could certainly be improved by mechanical recording of the cooling-curves carried out in an adjustable temperature-controlled apparatus set to blow across the observation-tube air at a temperature equivalent to the cooling- or setting-temperature of any cooling-room or tunnel in any factory—a relatively simple matter.

Meyers' and Grahams' observation that a tempered Chocolate (under certain conditions) may possess an "equilibrium temperature" at which the Chocolate will "neither gain nor lose temper for 1½ hours is both interesting and important, and I have not seen this phenomenon previously recorded in writing. I have, however, myself noticed the fact and in one factory was able to maintain the temper of bulk coating over a period of more than 4 hours though unable to find exactly what the conditions were that enabled a Chocolate to hold its temper for so long a time. I trust that the authors will pursue this line of research as being of very great value to chocolate-confectioners. There is, I think, something more than an "equilibrium temperature" involved!

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Continuous Production — Eliminates melting and holding kettles.

Melting — Rapid and Complete. Designed to accommodate ten pound cakes but handles liquid or lumps equally well.

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Pumping — Delivers cooled, conditioned chocolate through controlled lines to Coating, Hand Dipping, or Depositing equipment. Excess chocolate continues back through return lines to the feed hopper.

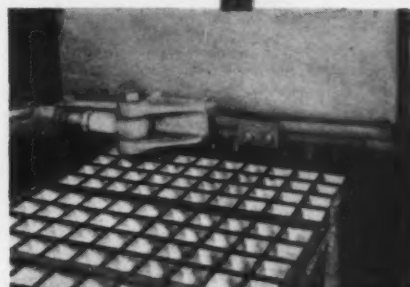
Production — Available in sizes to suit capacity requirements.

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Designed to give the utmost efficiency in the continuous melting of 10 lb. blocks. Further, the chocolate is conveyed through a completely controlled Heat Exchanger and pumped to points of usage . . . Handling and space are cut to a minimum.

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This photograph of the stereo-realist viewer and slides shows how compact and easy this equipment is to use.



... through these eyes

A STAFF REPORT

the candy buyer chooses his stock and absorbs display suggestions, without the tedium of the salesman having to drag out each individual box from his sample case.

THERE'S no nostalgia for the old sample-case days among the salesmen for Wallace & Company. In line with this Company's long-standing policy of progressive action in the merchandising and selling of its fancy packaged goods, Mr. Robert Joyce, Sales Manager, has banned forever the back-breaking candy sample cases, and has substituted a set of color slides and a stereoscopic viewer as a part of the equipment each salesman carries on his daily calls.

This startlingly different "sample" technique was introduced at one of the firm's sales meetings held during the summer months. Whereas the old-style case carrying samples of the company's complete line weighed almost 68 pounds, the new case weighs just over four pounds. And by its use the salesman is able to present the company's wares, displayed to the greatest advantage in full color, three-dimensional effect.

Did the salesmen take to this new method of presentation? Well, Mr. Joyce, admits that the approbation he

was accorded on its introduction, made him feel that he was just about the most popular sales manager in the country. In a dramatic presentation which took only a matter of minutes Mr. Joyce effectively demonstrated the advantages of the new over the old method.

The art of photography as practiced by the stereo-realist camera is one of the latest to be employed by American industry in illustrating everything from flower growing to furniture display. So it is no wonder that use should be made of it to replace the bulky cases formerly used for such important items as packages of fine candies.

By this simple means every detail of the designer's art can be brought out in a true-to-life three-dimensional effect, and, in addition, the manufacturer's product can be shown to the retailer in much more advantageous surroundings than is usually possible.

Mr. Joyce and others from Wallace & Company spent three days at the studio setting up displays and supervising the photography. Each slide shows several types of Wallace candy, displayed in a manner often dreamed of but rarely realized by sales managers.

It was pointed out that there are several distinct advantages to this type of selling. First of all, the "display" always stays fresh. To anyone who has carried candy samples, especially during warm weather, the advantage of always being able to show perfect samples and in a retail-type display is obvious. Combining several products on one slide gives the salesman the opportunity to talk about the entire selection, while the retailer is viewing one particular item. The salesman is furnished a com-

A typical picture showing the products of Wallace & Co., as the buyer sees them. However, the tremendous advantage of three-dimensional color has to be seen to realize its impact on the buyer.



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In photo at left, sweating John Joyce, Sales Manager of Wallace & Co., is shown carrying the old heavy sample cases into a prospect.

Below, Morris Leitoff, John Joyce, and Bernie Green, shown planning the displays for photographing.



will always be something different for the salesmen to show to the buyers. Gradually, of course, as items are dropped or discontinued the slides will be replaced.

Mr. Joyce is convinced that this type of sales presentation, in addition to its advantages in selling, will prove less expensive for the company than continually furnishing fresh sample assortments in special packages. And the salesmen for Wallace, now out from under the burden of the heavy sample cases, are bound to make more calls and more enthusiastic ones.

plete description of all the items on each slide, and can keep up a running sales talk on every item shown. In this way it is a simple matter to show the complete line, which often serves as a reminder to the buyer of the several items in the line which he is not buying.

And a very important thing to every salesman, as well as the manufacturer behind him, this type of presentation shows the candy displayed as it should be displayed. It is no secret that the sale of candy is in direct proportion to the effectiveness of the retail display, and anything that makes the salesman think and talk effective retail display is a great improvement over just selling candy to the buyer. If this system just makes the buyer a little more conscious of new and more attractive displays, an increase in candy sales will be automatic.

Each season the Wallace company will add slides to cover the new items and packages in the line. So there

At right, smiling John Joyce, this time with the new sales presentation case, containing the viewer and a set of slides, showing the company's complete line in clear, effective three-dimensional color.

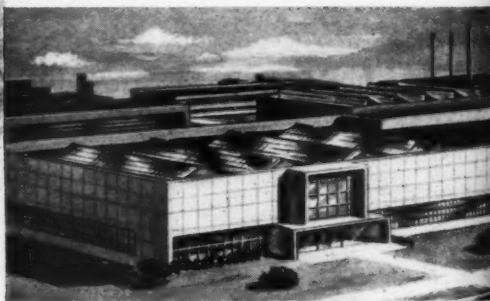
(All photography was done by the Green-Morris Studios of New York City).





*Then, as now,
the finer the candy
the better the
business*

French confectioner
of the 18th Century
making sugar candies.
Source, *The Bettmann Archives*.



Modern Candy Factory, air conditioned, equipped
with the latest mass production confectionery machines.

Staley products
can help make your confections
look better... keep better... taste better!

It takes the *finest in basic raw materials* to produce confections that attract customers, satisfy them... and bring them back for more! That is the reason why leading confectioners in ever-increasing numbers depend upon Staley for ingredients that give their candies more eye appeal... more flavor appeal... greatly extended shelf-life. Add all these extras to *your* candy... and get the dependable delivery, reliable service and fair prices that make Staley your best source of top quality raw materials. Contact your supplier—or write direct for details today.

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Decatur, Illinois



Sweetase®

Staley's twice-as-sweet enzyme-converted corn syrup adds new flavor, texture and eye appeal.

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A high quality Confectioners' Corn Syrup adaptable to standard candy formulas.

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In a Management Symposium
Mr. Justin J. Alikonis reports on

SORBITOL

in

CONFECTIONS

Sorbitol was a scientific curiosity until about 20 years ago. W. H. Childs called attention to its possibilities in confectionery in The MANUFACTURING CONFECTIONER, October, 1945, under the heading, "Sorbitol: What is it? How Made? What's its use?"

Mr. Alikonis awakened the confectionery industry with his well-prepared paper on "How to Extend Shelf Life in Confections" at the Fifth Lehigh PMCA Conference. This talk appeared in The M. C., June, 1951.

The current article, based on extensive research and developmental work, presents information which should provide the means of improving shelf life of your candies. Mr. Alikonis speaks and writes "straight from the shoulder" directly to the candy man.

"Corn, the royal corn, within whose yellow heart there is health and strength for all the nation." These were the words of Governor Oglesby of Illinois in 1894. Little did he dream that these yellow hearts would be made into a modified sugar—Sorbitol, to give our fighting men health and strength in their rations. The Military Specifications on candy and chocolate confections MIL-C-10928A which have been approved by the Department of the Army, Navy, and Air Force for use by the Armed Forces as components of operational rations, mention Sorbitol as one of the important components. Printed



Mr. Justin J. Alikonis President, American Association of Candy Technologists; Director of Research, Paul F. Belch Company; Member, Research Committee and Quartermaster Specification Committee, National Confectioners' Association.

copies of these specifications are available from the U. S. Printing Office.

My first work with Sorbitol was started in 1947 when I worked with Mr. Wilbur L. duBois, Head of the General Products Division of the Quartermaster Food and Container Institute. Mr. duBois was looking for a way to keep candy bars in the rations from drying out and hardening and to keep the chocolate from blooming. Up to that time various moistening agents were used such as invert sugar, corn syrup, glycerine, propylene glycol, etc. But none of these humectants seemed to give the shelf life expected by the rigid Quartermaster Specifications. Mr. duBois retired from Government Service in 1950 and this position was filled by Dr. Kenneth E. Farrell. He and his assistant, H. B. Cosler, took up this work to the successful conclusion to where it is today.

In a recent address before a Kiwanis Club Meeting in the heart of the Corn Belt, I exhibited a sample of crystalline Sorbitol and explained to the members the role of this new product that starts from their own corn fields in the Midwest, first as corn shipped to refiners, then made into corn sugar, Dextrose, and from Dextrose the new product, Sorbitol, is produced. This product is new in a sense that it is no longer a laboratory curiosity. Previously it had been found in various fruits, but today it is being produced in carload quantities to be used by all types of industry. It is another example of an American enterprise where research in an unrelated field, created

a new use for corn and thus is helping members of the Kiwanis Club in this great corn producing area.

I proceeded to explain how during World War II the confections in the rations became so hard by the time they got to the G. I.—normally from one to two years after packing—that they had lost their appeal. Today these same confections made with the necessary percentage of Sorbitol, because of its unique properties, have been improved so that after two years of storage the candy bars and discs are practically as appealing as the day they were made. I further explained that fatty acids made from animal products reacted with Sorbitol, to produce emulsifiers that were put in chocolate coatings and protected the chocolate from turning grey for the rigid requirements of Military operations between the —70 to the 120°F. temperature range. (Samples of these coatings and ration bars were passed out for inspection.)

After this meeting, many of the members, who were farmers, owners of farms, or professional people, surrounded me and asked questions. They were very much interested in what use the product was put to commercially. They were amazed at the cooling effect of Sorbitol, and I could easily see that this new product was not fully understood.

Since delivering a paper at the Lehigh Production Conference on the work of Sorbitol and Dr. Farrell's presentation of a joint paper on coatings at the Institute of Food Technologists Meeting, many in the Confectionery and Chocolate Industries, both here and abroad, have written me of their experiments in using Sorbitol in their products. I will never forget how excited a member of our industry was while talking to me at one of our AACT meetings. He was telling me what amazing results he was getting in a fudge type confection in which he used approximately 1 pound of Sorbitol in a 700 pound batch of candy and it had improved the shelf life of his confection for months. I, in turn, amazed this fellow by telling him that he would get the same results if he kept the Sorbitol in the original container and waved his hand over the candy batch. His percentage of Sorbitol was too low. Sorbitol is good, but not that good. It is not a magical addition to the confectionery formulations.

Like many new products there is no limit to what it can do if it is properly used. Recently, in Atlanta, Georgia, I tested some NCA Rations in connection with a project being conducted by the Georgia Experimental Station. There the effect of Sorbitol was observed on various types of confections. I have corresponded or talked to many users of Sorbitol and judging from their experiences and our own, we find that Sorbitol, if used in *correct percentage* and with the *proper procedure*, will give protection and extend shelf life. If holding the original texture in a confection is a problem, a proper procedure coupled with the correct percentage of Sorbitol will usually correct this problem for the Confectionery Industry. We have found that Sorbitol works best if used in conjunction with corn syrup.

Many confectioners have secured a copy of the Quartermaster Specifications for confections. Many have produced candy for the rations under these specifications for the past two years. On the other hand many have adapted these formulations to their own productions. (Samples of Fudge bars, some that were made about two years ago and some that were made six months ago, were made available for examination.)

Grained confections are those in which the sugar content is high enough to produce fine crystals of sugar in a saturated syrup solution. If such a product should lose moisture it would produce more crystals and harden into a hard mass. For all practical purposes it means confections that have over 55% sucrose in their formulations. The temperature at which a confection is stored has very much to do with whether a product will undergo further crystallization. Sorbitol eliminates these faults in grained confections because of its unique properties.

In observing some of the development work that I have personally been doing on Sorbitol, it was my opinion that a certain percentage of Sorbitol was all that was necessary to bring about the beneficial effects of the moisture retaining properties of the sugars present in a confection. But in my recent observations of various batches of candy made with different procedures, the difference in shelf life proves that the process used shows different benefits of the effects of Sorbitol on the sugar crystal. We have found that the various types of corn syrup used by the confectioners seem to have a synergistic effect. It has been discovered that incorporation of Sorbitol at the beginning of a formulation and cooking the material in the batch has different effects than when Sorbitol is added to the batch after the candy is cooked. Shelf-life studies of candy containing Sorbitol under severe drying conditions have shown that even if there is a loss in moisture, the beneficial effects of Sorbitol on the sugar crystal give the candy better eating qualities. These procedures are well known by the candy maker and he should adopt the procedure that he feels will give his product maximum shelf-life.

There is no doubt that quality-minded confectioners will continue to use Sorbitol in their confections so that the consumer will receive the confections at their optimum taste appeal. The role of Sorbitol is indicated to show other beneficial effects to confections besides moisture-holding capacity. This effect on the shelf-life of nutmeats, fruits and shredded coconut will, no doubt, show up in future development work. Recently there has been quite an interest in the product for use in dietary confections. Here, too, Sorbitol will unquestionably play an important role.

In conclusion, I would like to state some of the advantages of using Sorbitol in confections.

1. Cool sweet taste, and leaves a very pleasant after-taste which is the most important feature of a quality candy. Other ingredients proposed for such purposes, such as glycerine and propylene glycol, leave an arid, unpleasant after-taste.
2. Not only odorless, but will not be an absorption medium or carrier of odors.
3. Volatility is not a problem.
4. It's a food for foods. It has the same caloric value as common sugars.
5. Like sugar it imparts a good degree of preservation to confections.
6. Aids mixing of various ingredients of confections because of its low viscosity.
7. And most important of all, its unique properties including a narrow humectant range, will keep confections from drying and hardening.

The following chart gives the Recommended Sorbo Percentages for confections (Sorbo is a 70% solution of

Sorbitol and is the product that is commercially available at a competitive price.)

RECOMMENDED SORBO PERCENTAGES FOR CONFECTIONS

Class of Candy	Type	Maxi- mum %	Recom- mended
Marshmallows	Package MM goods	15	10
	Plain penny goods and chocolate dipped pieces	25	15
	Grained marshmallow goods	20	15
Nougat	Chewy	10	5
	Grained	20	15
Fudge	Chocolate dipped	20	15
	Regular uncoated	25	18
Cream Work	Quality center work—package and pieces	20	15
	Chocolate drops, etc.	20	15
	Coconut cream	15	6
Caramels		10	5
Jelly Goods	All types	20	10
Soft Boiled Goods	Taffies, Kisses, etc.	10	5
Pan-Coated Confections	Centers only	8	5
Hard Goods	Fruit drops	5	15

When using "SORBO" it may be necessary to cook to a higher temperature in order to obtain the same moisture content in the finished candy or the same texture. For low cooked batches 2 to 4°F. higher, for medium cooked batches (above 248°F.) 4 to 8°F. For hard candy it may take as much as 10°F. higher.

The foregoing is a talk made by Mr. Alikonis as a member of the Industry Panel, which presented a symposium on sorbitol, its logical position in the present economy, and its present fields of use.

• The Philadelphia Group of the American Association of Candy Technologists held a Sanitation Meeting in October. Ninety-five members and guests, representing practically every large and medium-sized candy manufacturer in the Philadelphia area, were in attendance at what was described as being the best sanitation meeting ever held in Philadelphia.



Shown in the photograph (taken by President Hans Dresel) are Robert C. Stanfill, Chief Philadelphia Dis. Food & Drug Administration; Fred B. Jacobson, Entomologist, Stephen F. Whitman & Son, Inc.; Gerald S. Doolin, Sanitation Director NCA, who presented the program; and A. Rodney Murray, Minter Brothers, Chairman of the Philadelphia Group AACT.

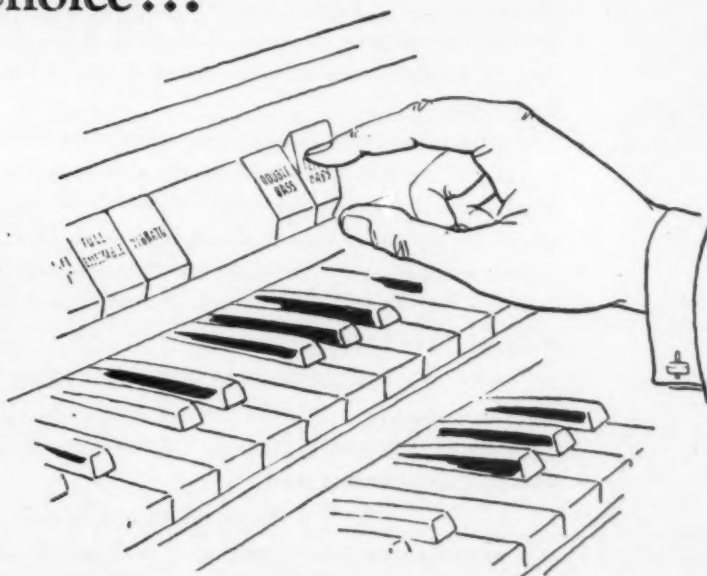
• The Bureau of Census, Department of Commerce, announced that preliminary figures indicate confectionery manufacturers' sales in September, 1952 amounted to \$99,443,000—63% above August sales and 2% above September, 1951.

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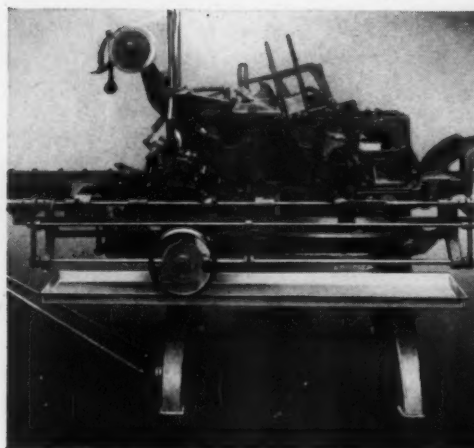
BUFFALO®
brand corn starch

HUDSON RIVER®
brand corn starch

for December, 1952

Page 29

Smart way to package caramels



MODEL CA-2



SHELL-PAKIT bag-making, weighing and filling machine

The package of six Kraft caramels is made of attractively printed cellophane by our Model CA-2 machine. A noteworthy feature of this wrap is the *absence of any card*. And the machine includes an easy-opening tape in the wrap, placed near one end of the package.

One-pound and half-pound bags of Kraft caramels are made on our Shell-Pakit bag-making, weighing and filling machine from double laminated printed cellophane in roll form. In the closing process the machine folds a red-and-yellow label over the top of the bag and seals it firmly on both sides. This label adds to the eye-catching display, provides a spot for pricing by the dealer, and makes it easy for the purchaser to lift the bag from the display rack. The one-pound bag is 7/8" x 4-1/4" x 9-15/16" high and the half-pound bag, 7/8" x 4-1/4" x 8-7/16" high.

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Over a Half Billion Packages per day are wrapped on our Machines



Only careful consideration of the many facets of design and use of the package will result in

THE SUCCESSFUL CANDY CARTON

A Packaging Story written exclusively for THE MANUFACTURING CONFECTIONER

by **JOHN C. NEWELL, JR.**
Folding Paper Box Association of America

CANDY carton design is a simple, orderly process consisting of a problem, the facets concerning the problem, and the solution. The ease of solution is in direct proportion to the conciseness of the definition of the problem.

The candy manufacturer today is often limited by the boundaries of his particular manufacturing experiences. He may not fully comprehend his problem, and therefore getting the facts often times is assumed by his designer or carton supplier. This facet of packaging has been the keystone of the development of the folding carton and is, for a large part, responsible for its important place in the packaging field today. Any package design is as good or as bad as the facts upon which it is based. Display and package pull are daily becoming more and more important. It is simply not enough to design or print a beautiful label or package. The concept has to be right. Therefore, it is the responsibility of the confectionery manufacturer to make sure that all of the available facts concerning the product and its marketing are given to the designer or the carton manufacturer.

It is very easy to create a beautiful package or to design a different, tricky package—but it takes knowledge and facts to create a package that will sell the product it contains.

This means that the importance of the package is on the increase. Surveys show that people today are shopping in supermarkets with a less specific plan and a more open mind than ever before. They are constantly seeking items that look "good". They are not depending upon a list . . . the emphasis is on impulse purchases, and, as you know, most confectionery items are purchased on an impulse basis.

Many elaborate check lists have been developed to aid the manufacturer in analyzing the necessary information about his packaging problem. However, many of these are long and involved and have never been very successful in aiding those who use them. Therefore, we will condense these lists to six basic considerations; in other words, you will have seven facets to your problem which are going to dictate the requirements of your particular package.

We must remember that each new item will introduce new problems, new approaches to the solution. If we keep each of these seven considerations looking over our shoulders as we tackle a new problem, we will not over-

look any of the fundamental requirements and, consequently, additional ones will suggest themselves. We must be ever aware of the needs of each of these considerations.

No. 1 — The Product

The physical characteristics of the product, whether it is solid or fragile, moist or greasy, its size, shape, and weight, all will dictate the type of carton that will be necessary to protect its contents.

Candy packages, as we know, must resist infestation, flavor loss, odor absorption, and sifting. From this aspect it will be absolutely necessary to determine the proper type of board and construction required. Your carton supplier is admirably equipped in research to determine this for you. There are several special processes by which paraffin or similar thermoplastic materials may be applied to a folding carton. Material may be impregnated in the board or retained as an outer layer. This treatment gives a high degree of resistance to grease penetration, which is of extreme importance to the manufacturer of confectionery goods. Likewise the physical characteristics of the product will determine the quality or character of the art work. Packaging has not caught up with the speed and direction which retailing has acquired in self-service, beyond the grocery counter, and visual selling. There are still too many so-called "national" packages for sale at retail markets. These packages lack "retail sell" and do not cater to self-service, visual selling.

Unfortunately, some manufacturers still believe that their lines are sold by informed, intelligent, trained, and incentive-minded sales people. This is not the truth. Out of the several million sales people, only a few thousand are really "selling" the products they are handling. A large proportion are merely attendants or clerks and the package must do its own selling.

No. 2 — The Candy Manufacturer's Plant

Your box supplier or designer cannot possibly know your plant as well as you do yourself. In some instances he may be totally unfamiliar with your filling machines or mode of operation. All of us know that the ability of a candy manufacturer to produce *economically* is a must! In the highly competitive confectionery field, economy is a tremendous consideration. Therefore, we must keep in mind the particular advantages or limitations of the production facilities available. For example, can the package required or designed be handled and procured and processed economically by the candy manufacturer? Does the new design infringe upon existing patents?

No. 3 — The Carton Manufacturer

Here is a chance to be a hero—select the proper carton manufacturer. He can cut your production or material costs. Or, on the other hand, increase production by designing a carton which will speed up the assembly line and stimulate sales through the use of a better looking design. It is for this reason that you must remember that selecting your carton supplier is as important a consideration as any of the others.

No. 4 — The Retailer

This boy is interested primarily in selling as much as possible of every item he handles, and anything we can do to make his job easier will be welcomed. So let's put ourselves in his shoes and consider the desirable qualities in package design from the viewpoint of the merchant.

First, the size and shape of the package should permit easy stacking and display on existing shelves. Odd shaped cartons are disliked.

Second, it is important that the package be durable so that it arrives in salable condition. Especially annoying to merchants are poorly constructed window cartons.

Third, an adequate spot should be provided for price marking—preferably on the top of the carton, because the price is stamped on while the cartons are still in the shipping container.

Fourth, unit price should be considered. We find that there is a limit to what people will pay for a given product. Example: Chocolates packed sixteen oz. for 59c do not sell but twelve oz. for 49c sell very well. If rising costs necessitate an increase in the price of an article, take a serious look at reducing the weight rather than raising the price.

The retailer desires to please the candy manufacturer, for your item can provide for him the greatest profit per space used per hour in store traffic. But, the burden still remains with you and you must do your utmost to see that this relationship is mutually beneficial.

No. 5 — The Consumer

First of all, we must determine who will be the consumer. Will it be a man, woman, child, or family group? Is there an advertising program that will make brand identification important to the consumer? Every manufacturer of packaged merchandise should ask himself periodically: "Do my packages have all the desirable elements of sales appeal for the groups for which they are intended?" A visit to several key markets where he can study his packages with those of competition is a good place to start. Carton manufacturers are in a good position to advise confectionery manufacturers at these points. They not only produce most of the cartons in this country, but also have a chance to compare them because they check point-of-sale effectiveness almost daily.

Thus, it is only from the creative combing of facts and old ideas that fresh concepts emerge. You must constantly be on the look-out for new ways to please the consumer. Improving packages is an activity that never stops . . . the minute it does stop, the package is on the road to extinction. There are fashions in packaging just as in women's apparel. There are new ideas to be considered, new materials that come into vogue. You must be aware of this or your product will slip in sales while your competitors' will increase beyond scope. In competitive America, the aggressive and promotionally-minded company will always grow.

For example, one of the ways that is being used at the present time to acquaint the consumer with different methods of using candy is the incorporation of recipes on candy packages—utilizing the candy product in the promotion of home-baking and in the preparation of special and interesting desserts.

A recent survey shows that 90% of the shoppers in supermarkets do not have a shopping list. Therefore, it may be very desirable to illustrate the end use of a product rather than the product itself. This sort of thing could be done very well when you are promoting the use of your candy in the preparation of a home cookie, cake, or dessert.

The reason for this is that as a lady goes up and down the aisles of a supermarket she is preparing the menus for the next week or the next two or three days. The mod-

ern American homemaker is ever alert for new suggestions. Any suggestions that your package can make will be readily appreciated.

No. 6 — The Sale

Up to this point we have stressed the functional properties of the package. Now to satisfy the most important concept we must give our package the "take-me-home" look. This does not mean putting "hearts and flowers" on the package. It does mean making the entire carton design suggest the end use or the delectability of the product. This will be accomplished by the general layout and design of the carton: the legibility, the visibility, the incorporation of any "sacred cow" items such as trademarks.

It will mean that the brand name, the product name, the illustration or window, the choice and use of color must each be used in direct proportion to its importance. It is up to you to take these elements of design and make the layout capable of standing up in the face of any competition.

Now we see that in order to create a successful package everyone must work closely together and consider the six basic problems. Slighting the demands of any one of these would result in a package poorly equipped to do its prime job, which today is to sell its contents to the ultimate consumer in good condition and at the right price.

A good package is good anywhere and especially on television. Demonstration, obviously, is the special talent of television and for advertising purposes—it's terrific! It is the best medium yet discovered for the exploitation of packages and trademarks. Psychologists have proved that the human mind retains visual impressions longer than audio impressions. From this aspect we must remember that your package must stand out in mass display.

The design of a new package or the re-design of an old one call for the careful consideration of every detail of materials to be used, manufacturing methods, costs, and market research before the decision is made to offer it for sale.

- Sugar, Information, Inc., sponsored a "Cruise Around Manhattan" for the members of the Newspaper Food Editors' Conference recently held in New York City.



Dr. Henry B. Hass, President of Sugar Information is shown pinning a sugar-cube corsage on Lois Fegan (Harrisburg Patriot and Evening News and Jersey Journal.) Looking on is James D. North of Western Beet Sugar Producers and Edwin Hughes of The American Sugar Refining Company.

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WHAT'S A FIVE-FLAVOR WORD FOR DELICIOUS

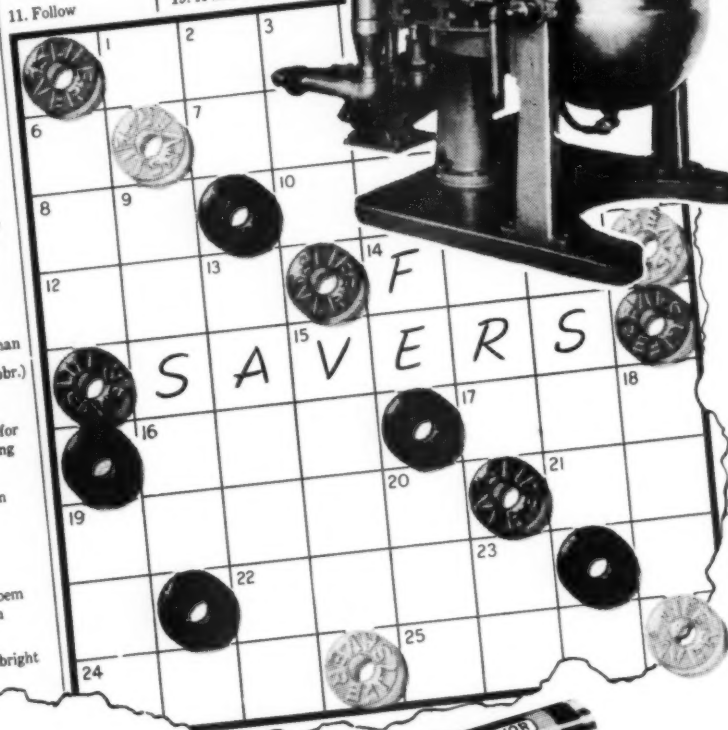
ACROSS

1. Anyone under age 120 (slang)
4. Edge
7. Contraption for storing (and losing) papers
8. Latin conjunction
10. Liturgical head-dress
12. Part of verb "to be"
14. Enthusiast, over Life Savers, for example
16. Join
17. Two
19. Charming woman
21. Every one (abbr.)
22. Cereal
24. Handy place for women to hang jewelry
25. She gave him the _____

DOWN

2. Name of poem you read in school
3. Not very bright
4. Delay

5. Disfigure
6. Moisture
9. Life Savers _____ good
11. Follow
13. Mariner
15. Plural of velum
18. It belongs with a boat
19. A Life Saver



The candy with the hole

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There are models for either gas or steam. Both are perfect for cooking cream fondants as well as hard candies.

Find out today how the Simplex Vacuum Cooker will help you. The complete story is yours for the asking.

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Western Office and Factory: Racine, Wis. • Eastern Factory: Harrison, N. J.

*©Life Savers Corporation for candies

Candy Clinic

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of The MANUFACTURING CONFECTIONER.

Selected Best Candies of the Year

January Code 1A52 Cellulose Shoe of Hard Candy Crystal Rock 6 ozs for 25c

(Purchased in a department store, Chicago, Ill.)

Appearance of Package: Good.
Container: Cellulose shoe printed in red, green and white. White paper clip on top printed in red and green. Pieces are wrapped in cellulose.

Candy:
Colors: Good.
Gloss: Good.
Texture: Good.
Flavors: Good.

Remarks: Neat and attractive Christmas candy novelty. One of the best we have examined.

Review: In many novelties, we find a very cheap grade of candy is used. The candy in this package was well made and good flavors were used.

January Code 1B52 Hard Candy Pop Novelty 2½ ozs. for 29c

(Purchased in a department store, Chicago, Ill.)

Appearance of package: Good.
Container: Large folding box, 10" by 9½" by ¾". 5 holes on each side, pops showing through. Imprint of Santa Claus head in red, white and green. Box printed in red, white and blue. 10 pops secured to printed board. Cellulose wrappers.

Pops:
Colors: Good.
Gloss: Good.
Texture: Good.
Flavors: Good.

Remarks: The best novelty at this price we have examined. Very large looking and makes a good appearance.

Review: This is an attractive and well planned pop novelty. The candy was of good quality and should be a good seller as it is different than most pop novelties.

January Code 1F52 Assorted Hard Candies 1 lb. for 29c

(Purchased in a drug store, Chicago, Ill.)

Appearance of package: Good.
Container: Cellulose bag, white paper clip on top printed in red and green.

Hard Candies:
Colors: Good.
Gloss: Good.
Stripes: Good.
Texture: Good.
Flavors: Good.

Remarks: The best assorted hard candies we have examined for some time at the price of 29c the pound.

Review: These hard candies were very well made and the flavors used were of the best. Very good workmanship. We suggest that the cost be checked as the manufacturer is realizing a very small profit, if any, at 29c the pound.

January Code 1G52 Candy Canes 18½ ozs. for 39c

(Purchased in a drug store, Boston, Mass.)

Appearance of package: Good.
Container: Square box, large cellulose window. Box tied in red. 17 canes each in a cellulose wrapper printed in red, green and white. Imprint of bells and leaves in colors.

Canes:
Color: Good.
Stripes: Good.
Shape: Good.

Texture: Good.

Flavor: Fair.

Remarks: The best box of canes we have examined at this price. Neat and attractive package. Suggest again as much flavor be used.

Review: We receive very few hard candy cane samples. This package was well planned, attractive, and of good quality both in flavor and workmanship.

January Code 1K52 Kiddie Box 6 ozs. for 49c

(Purchased in a railroad depot, Chicago, Ill.)

Appearance of package: Good.
Container: Box, one layer type, white paper top, cowboy scene in colors, imprint of pops in colors. Cellulose wrapper.

Appearance of box on opening: Good.
Pops in colored cellulose wrappers: Good.

Solid chocolate animal: Good.
Crystal cream cats in colors: Good.
Gum animals in colors: Good.
Hard candy stick, cellulose wrapper: Good.

Remarks: One of the best kiddie packages we have examined. The candies were well made and good eating.

Review: In some kiddie packages we find some very cheap candies. This package was well planned and the assortment is what the kiddies like. It made a very good appearance when opened and all pieces were in place. It was also a good quality of candy.

January Code 1M52 Creams & Jellies 1 lb. for 27c

(Purchased in a drug store, Chicago, Ill.)

Appearance of package: Good.

Container: Printed cellulose bag in white and red. Paper clip on top, white printed on red.

Jellies:

Colors: Good.
Sugaring: Good.
Texture: Good.
Flavors: Good.

Creams:

Colors: Good.
Texture: Good.
Flavors: Good.

Remarks: The best package of this kind we have examined. Cheaply priced at 27c the pound.

Review: This was very cheaply priced at 27c the pound as the quality of the candy is good. We find some very poor jellies and creams in packages priced above this one. At this price, it should be a good seller. We suggest the cost of the package be checked by the manufacturer.

**February Code 2C52
Peanut Brittle Bar
1½ ozs. for 5c**

(Purchased in a railroad depot, Chicago, Ill.)

Appearance of bar: Good.

Size: Good.

Wrapper: Paper band printed in blue, red and brown. Imprint of brittle in colors. Inside wrapper of wax paper.

Bar:

Color: Good.
Texture: Good.
Taste: Good.

Remarks: The best peanut bar of this kind we have examined in some time. Well made and good eating.

Review: Most peanut bars are partly grained, some are chewy and in many we find the peanuts are not roasted enough. We suggest using enough peanuts, a small amount of molasses and enough salt to give the bar a good taste. This bar was brittle, had sufficient peanuts (well roasted) and a good peanut brittle taste.

**February Code 2F52
Toffee**

4 ozs. for 10c

(Purchased in a drug store, Chicago, Ill.)

Sold in Bulk:

Toffee: Wrapped in colored foil outside cellulose wrapper.

Color: Good.
Texture: Good.
Taste: Good.

Remarks: The best toffee we have examined at this price. Well made and good eating.

Review: Some toffees we examined had a good strong condensed milk taste. Others are scorched. This toffee had a good butter taste, very good texture and was cheaply priced for this quality of toffee.

**February Code 2H52
Peanut Butter Munchies
9 ozs. for 33c**

(Purchased in a railroad depot, Chicago, Ill.)

Appearance of package: Good.

Container: Cellulose bag, white paper clip on top. Printed in blue and light brown.

Candy:

Color: Good.
Texture: Good.
Taste: Good.

Remarks: The best piece of this kind we have examined in some time.

Review: This piece had a very good peanut butter taste and was good eating. We find many peanut butter pieces that contain very little peanut butter and some type of filler, starch, Sayo flavor, etc.

**February Code 2J52
Chocolate Covered Caramel
Nut Clusters
9 ozs. for 98c**

(Purchased in a railroad depot, Chicago, Ill.)

Appearance of package: Good.

Container: One layer box, top printed in orange, yellow and blue. Imprint of cluster in colors. Cellulose wrapper.

Appearance of box on opening: Good.

Number of pieces: 14.

Coating: Light: Good.

Center: Vanilla Caramel & Nuts:

Color: Good.
Texture: Good.
Taste: Good.

Remarks: A very good eating piece. Very good quality. Suggest ingredients be printed on top to avoid trouble with the Food and Drug Dept.

Review: While this piece is a trifle high, this piece is a very fine caramel and nut combination and very good eating. There was also a very good quality of nuts.

**March Code 3B52
Assorted Chocolates
1 lb.—69c**

(Purchased in a chain cigar store, N.Y.C.)

Appearance of package: Good.

Box: Two layer type, full telescope. White glazed paper embossed in gold. Cellulose wrapper.

Candy Trouble Shooting!

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candy technologist
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CHOCOLATE LAYER
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MADE TO ORDER**

Sample books on request

Apperance of box on opening: Good.

Number of pieces:

Dark coated: 34.

Light coated: 2.

Foiled 3.

Jordan almond: 1.

Coatings:

Color: Good.

Gloss: Good.

Strings: Good.

Taste: Good for this priced candy.

Dark coated centers:

Pink cream: Could not identify flavor.

Brazil: Good.

Vanilla fudge: Good.

Chocolate cream: Good.

Mint cream: Good.

Vanilla cream: Good.

Lemon cream: Good.

Orange cream: Good.

Vanilla caramel: Good.

Chewey taffy: Good.

Pink jelly: Could not identify flavor.

Nougat: Good.

Light coated pieces:

Raisin clusters: Good.

Nut taffy: Good.

Jordan Almond: Good.

Assortment: Good.

Remarks: The best box of chocolates we have examined this year at this price. Suggest that the manufacturer check his costs as we do not think he can realize a living profit at the retail price of 69c the pound.

Review: In this price field, this box of chocolates was outstanding. There were quality coatings and centers. Again we suggest the manufacturer check the cost of this package.

March Code 3A52
Assorted Chocolates
1 lb.—\$1.00

(Purchased in a company store)

Appearance of package: Good.

Box: One layer type, red paper top embossed in gold. Cellulose wrapper.

Appearance of box on opening: Good.

Number of pieces:

Dark coated: 35.

Light coated: 18.

Foiled: 2.

Jordan almonds: 2.

Coatings:

Color: Good.

Gloss: Good.

Strings: Good.

Taste: Good.

Dark coated centers:

Nut nougat: Good.

Honeycomb chip: Good.

Chocolate Cream: Good.

Dark nut cream: Could not identify flavor.

Vanilla cream: Good.

Orange cream: Good.

Peppermint cream: Good.

Chocolate caramel: Good.

Glaze pineapple: Good.

Jelly: Could not identify flavor.

Vanilla caramel: Good.

Raspberry cream: Very weak flavor.

Almonds: Good.

Cashews: Good.

Lighted coated centers:

Molasses cocoanut: Good.

Nut cluster: Good.

Nut nougat: Good.

Hard candy blossom: Good.

Fruit paste: Good.

Vanilla cocoanut paste: Good.

Raisin cluster: Good.

Nut cluster: Good.

Hard candy peanut butter sticks: Good.

Metal cup solid chocolate: Good.

Jordan almonds: Good.

Assortment: Good.

Remarks: The best box of \$1.00 chocolates we have examined this year.

Review: In the dollar class of chocolates, we find most of them are not up to standard. We find cheap flavors, scrap is used in some of the centers, and poor creams and cheap jellies are common. This box of chocolates had a good, balanced assortment, good flavors, and the centers were well made. There was a very good quality of coatings and neat dipping.

March Code 3H52
Assorted Chocolates
½ lb.—55c

(Purchased in a drug store,
Boston, Mass.)

Appearance of package: Good.

Box: One layer type. Bottom of box has an overall cellulose wrapper. Bottom of box is inside the cover. White glazed paper top embossed in purple, pink and green. Imprint of candy store windows in colors.

Number of pieces:

Milk chocolate coated: 5.

Dark coated: 13.

Jordan almonds: 2.

Caramels: 2 wrapped in wax paper.

Undipped nougats: 2 wrapped in wax paper.

Coatings:

Colors: Good.

Gloss: Good.

Strings: Good.

Taste: Good for this priced candy.

Dark coated centers:

Nougat: Good.

Butterscotch: Good.

Vanilla caramel: Good.

Hard candy stick: Good.

Hard candy blossom: Good.

Nut glaze: Good.

Milk chocolate coated centers:

Plantation: Good

Nut chip: Good.

Peanut cluster: Good.

Hard candy stick: Good.

Wrapped caramel: Good.

Wrapped nougat: Good.

Jordan almond: Good.

Assortment: Good.

Remarks: The best box of assorted chocolates at this price that we have examined this year.

Review: At this price of 55c the half pound, these chocolates are very good. In fact, we find them better than some of the higher priced chocolates.

May Code 5A52
Easter Cream Egg
2 ozs. for 12c

(Purchased in a company store)

Appearance of egg: Fair.

Size: Good.

Wrapper: Wax paper wrapper, name printed in white.

Egg:

Coating: Dark—Good.

Center: Good.

Remarks: The best cream egg at this price we have examined this year.

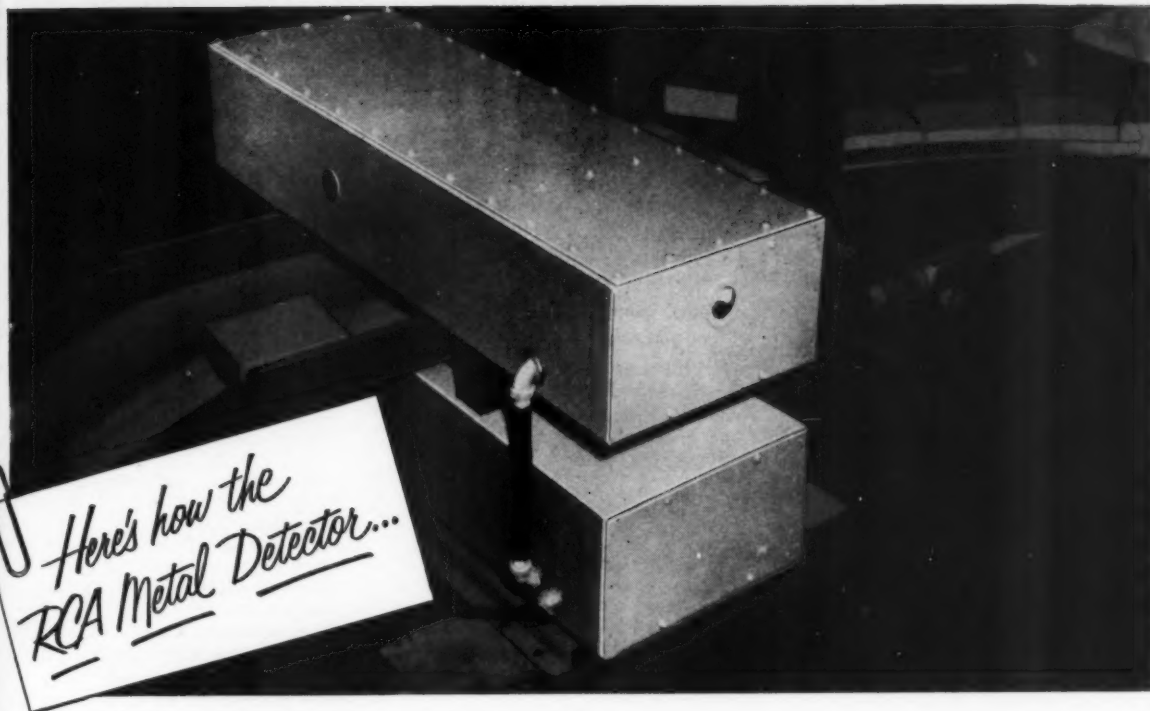
Review: Many cream eggs are poorly

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made. Some are dry and hard while others are partly grained. This egg was well made and had a very fine cream center.

May Code 5E52
Chocolate Coated
Marshmallow Egg
½ ozs. for 5c

(Purchased in a drug store, St. Louis)

Appearance of egg: Good.

Size: Good.

Wrapper: Cellulose printed in Easter colors.

Egg: ½ egg type, small sugar rabbit stuck on top.

Coating: Dark—Fair.

Center: Good.

Remarks: The best 5c egg number we have examined this year.

Review: Very seldomly do we get a good marshmallow egg. Most of them are tough and dry and lack flavor. This marshmallow egg had a good, tender center and a good flavor.

May Code 5I52
Solid Chocolate Bunny
1 oz.—25c

(Purchased in a department store, St. Louis)

Appearance of bunny: Good.

Size: Good.

Wrapper: Gold tin foil, eyes printed in red. Lavender grass ribbon bow around neck.

Bunny:

Molding: Good.

Gloss: Good.

Taste: Good.

Remarks: One of the best 25c Easter Bunnies of this kind that we have examined this year.

Review: The chocolate used for this bunny was of very good quality. Most solid chocolate pieces are made with a cheap coating, very little cocoa butter and too much sugar.

May Code 5K52
Milk Chocolate Coated Crunch
1 lb. for \$1.35

Sent in for Analysis No.4739

Appearance of package: Good.

Box: One layer type, white glazed paper top printed in blue and yellow, name in white. Cellulose wrapper. Outside wrapper of white paper, tied with a green grass ribbon.

Appearance of box on opening: Good.

Number of pieces: 66.

Coating: Milk chocolate.

Color: Good.

Gloss: Good.

Strings: Good.

Taste: Good.

Center:

Color: Good.

Texture: Good.

Taste: Good.

Remarks: The best chocolate coated

nut crunch that we have examined this year. Very well made and good eating. This crunch is far superior to the previous sample. Should be a good seller at \$1.50 the pound.

Review: Most crunch pieces are too hard and many have a strong, fat taste. Others have a burnt taste. This crunch was well made, had a good butter taste and a very tender texture.

June
Bittersweet Chocolate Bar
1-1/10 ozs. for 10c

(Purchased in a department store, Chicago, Ill.)

Appearance of bar: Good.

Size: Small

Wrapper: Foil wrapper printed in green

Bar:

Molding: Good

Gloss: Good

Taste: Good

Remarks: The best chocolate bar of this kind we have examined this year. Had a fine chocolate taste. Suggest bar be made thinner to give it size; it also would eat better. This bar looks small for a 10c seller.

Review: A very fine eating piece of chocolate. The milling of this chocolate was exceptionally good. We find a number of chocolate bars of all kinds that lack a good chocolate liquor flavor.

June
Milk Chocolate Peanut Bar
2¼ ozs. for 10c

(Purchased in a department store, Chicago, Ill.)

Appearance of bar: Good.

Size: Good.

Wrapper: Yellow paper band, printed in red and blue. Inside glassine wrapper.

Bar:

Molding: Good.

Gloss: Good.

Taste: Good.

Peanuts: Good.

Chocolate: Good.

Remarks: The best milk chocolate peanut bar we have examined this year. Had a good milk taste.

Review: The peanuts in this bar were well roasted and were brittle. If peanuts are roasted low they will become soft and ruin the eating quality of the bar.

June
Assorted Chocolates
1 lb. for \$1.15

(Purchased in a candy store, Chicago, Ill.)

Appearance of package: Good.

Box: One layer type, white glazed paper top, overall print of lines in grey and pink and gold. Square orange seal printed in lower right corner. Name in white. Grey paper

wrapper tied with printed grass ribbon.

Appearance of box on opening: Good.

Number of pieces:

Dark coated: 11.

Light coated: 20.

Coatings:

Colors: Good.

Gloss: Good.

Strings: Good.

Taste: Good.

Dark coated centers:

Chips: Good.

Lemon cream: Good.

Orange cream: Good.

Dark nut cream: Could not identify flavor.

Vanilla cream: Good.

Light coated centers:

Lemon cream: Good.

Peanut cluster: Peanuts had a strong taste.

Pink cream: Could not identify flavor.

Nut paste: Good.

Vanilla caramel: Good.

Ting ling: Good.

Hard candy blossom: Good.

Nut nougat: Good.

Vanilla cream: Good.

Vanilla nut cream: Good.

Maple nut cream: Good.

Assortment: Good.

Remarks: One of the best boxes of assorted chocolates at this price that we have examined this year. Suggest some of the flavors be checked as they are not up to standard.

Review: While the coatings were good for this price field, the flavors used in the centers were not up to standard. We find, generally speaking that this is true in a good many cases. We also find that some cream centers are colored too deeply. Assortments in many boxes are too small with too many of the same centers. We also find very thin coatings. The consumer expects a "bang-up" box of chocolates when the price is over one dollar the pound. We find some boxed chocolates at one dollar and under that are as good as some priced over the dollar per pound.

June
Chocolate Coated
Chocolate Paste & Pecan Bar
½ oz. for 5c

(Purchased in a department store, Chicago, Ill.)

Appearance of bar: Good.

Size: Good for this type of bar.

Wrapper: Amber colored cellulose wrapper printed in red, white and blue. Inside wrapper of paper backed foil.

Bar:

Coating: Good.

Center: Good.

Remarks: The best bar of this kind we have examined this year. We have examined this bar a number of

times and the quality remains the same.

Review: There was a good amount of pecans in this center and the coating was thick. A good eating bar, cheaply priced at 5c.

July Code 7B52

Marshmallow Peanuts 14 ozs. 33c

Appearance of package: Fair.

Container: Plain cellulose bag, paper clip on top printed in red, yellow and blue.

Peanuts:

Color: Good.

Moulding: Good.

Texture: Good.

Taste: Good.

Remarks: One of the best marshmallow peanuts we have examined this year.

Review: Most of the marshmallow peanuts are too dry and hard and some have very poor flavors. This sample had a good flavor and a very good texture.

July Code 7F52

Marshmallow Baseball Assortments 6 ozs. 23c

(Purchased in a railroad station, Chicago, Ill.)

Appearance of package: Good.

Container: Cellulose bag printed in red, white and blue. Marshmallows are in the shapes of gloves, hats, and balls.

Marshmallows:

Colors: Good.

Moulding: Good.

Texture: Good.

Taste: Good.

Remarks: A novel idea for marshmallows. Should be a good seller.

Review: This package of marshmallow confections is different. It should be a good candy novelty for the kiddies.

July Code 7H52

Chocolate Turkish Taffy 1½ ozs. 5c

(Purchased in a cigar store, Boston, Mass.)

Appearance of bar: Good.

Size: Good.

Wrapper: Wax paper printed in brown, blue and white.

Bar:

Color: Good.

Texture: Good.

Taste: Good.

Remarks: One of the best bars of this type we have examined this year.

Review: We seldom get samples of Turkish candy. This type of confection was very popular some years ago. This taffy had a very good flavor and the texture was just right for Turkish taffy.

July Code 7I52 Milk Chocolate Coated Caramel Peanut Bar 1 5/16 ozs. 5c

(Purchased in a drug store, Boston, Mass.)

Appearance of bar: Good.

Size: Good.

Wrapper: Glassine paper printed in gold, yellow and brown.

Bar:

Coating: Good.

Center:

Color: Good.

Texture: Good.

Taste: Good.

Remarks: The best bar of this type we have examined this year.

Review: We find the peanuts in most caramel peanut bars are not roasted enough and they become soft. The peanuts in this bar were roasted enough to give the bar a good taste. The caramel was soft and good eating.

July Code 7J52

Chocolate Coated Walnut Nougat Bar 1 1/16 ozs. 5c

(Purchased in a drug store, Boston, Mass.)

Appearance of bar: Good.

Size: Good.

Wrapper: Glassine paper printed in blue and silver.

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Bar:

Coating: Dark. Good.

Center:

Color: Good.

Texture: Good.

Taste: Good.

Remarks: The best bar of this type we have examined this year. Well made and good eating.

Review: Most nougat bars are too "short" and some are almost grained. Others have a very strong honey flavor. This bar had a good flavor and the nougat was of the best texture.

August Code 8B52

Orange Slices

2 lbs.—43c

(Purchased in a drug store, Chicago, Ill.)

Appearance of package: Fair.

Container: Cellulose bag, printed paper seal.

Orange Slices:

Color: Good.

Sugaring: Good.

Texture: Good.

Flavor: Good.

Moulding: Good.

Remarks: One of the best orange slices at this price we have examined this year. Suggest a printed cellulose bag to improve the appearance of the package.

Review: We find all kinds of orange slices over the year. Some are tough, dry and in most samples, very cheap

flavors are used. These slices were tender and had a very fine orange flavor.

August Code 8D52

Panned Chocolate Drops

7 ozs.—25c

(Purchased in a railroad depot, Chicago, Ill.)

Appearance of package: Good.

Container: Cellulose bag printed in dark brown and white.

Drops:

Colors: Good.

Panning: Good.

Jacket: Good.

Finish: Good.

Center: Good.

Remarks: The best piece of this type we have examined this year. Well made and good eating.

Review: The coating was exceptionally good for this priced confection. The center was soft and had a good flavor. The workmanship was of the best.

August Code 8E52

Milk Chocolate Coated Pecan

Caramel Chews

9 ozs.—\$1.00

(Purchased in a drug store, Chicago, Ill.)

Appearance of package: Good.

Container: Oblong box, one layer type, cellulose wrapper. White glazed pa-

per top printed in red, gray, yellow, blue and black. Imprint of Bronco and rider in colors.

Chews:

Coating: Milk—Good.

Center:

Caramel: Good.

Pecans: Good.

Taste: Good.

Remarks: The best piece of this kind we have examined this year.

Review: The quality of this piece was of the best. The caramel was exceptionally good as were the pecans. Suggest the piece be made smaller.

August Code 8F52

Assorted Cream Mints

8 ozs.—49c

(Purchased in a railroad depot, Chicago, Ill.)

Appearance of package: Good.

Container: Square, one layer type box, cellulose window in center. Printed in blue, red and green. Imprint of flowers in colors.

Mints: Mints are in the shapes of flowers and fruits.

Colors: Good.

Moulding: Very good.

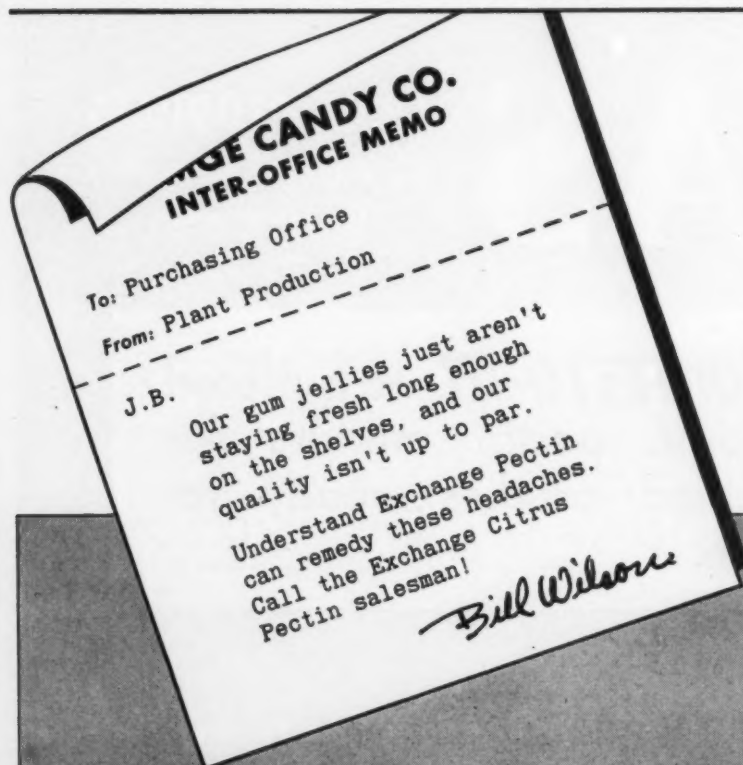
Crystal: Good.

Flavor: Good.

Texture of creams: Good.

Assortment: Good.

Remarks: The best box of this type of confection we have examined this year. An attractive box.



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Review: The crystal creams were a little different. They were very attractive looking and the workmanship and flavors were of the best.

August Code 8H52

Butterscotch
8 ozs.—33c

(Purchased in a drug store, Chicago, Ill.)

Appearance of package: Good.

Container: Folding box, cellulose window top and side. Printed in blue, yellow and maroon. Plaid on one end in blue, white and maroon.

Butterscotch: In cellulose wrappers.

Color: Good.

Texture: Good.

Flavor: Good.

Remarks: The best butterscotch of this type we have examined this year. Well made and a very good flavor.

Review: Butterscotch is one of the most abused candies today. We find rank butter flavors in some, others are over salted and some stick to the teeth. This sample was well made and good eating.

September Code 9A52

Molasses & Peanut Butter Bar
1½ ozs.—3 for 12c

(Purchased in a chain drug store, Chicago, Ill.)

Appearance of bar: Good.

Wrapper: Wax paper wrapper printed in yellow, blue and red.

Bar:

Color: Good.

Texture: Good.

Taste: Good.

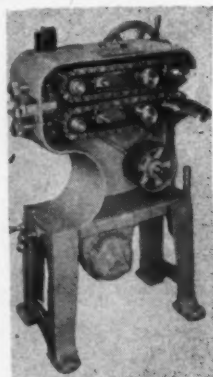
Remarks: The best bar of this type we have examined this year.

Review: The peanut butter used in this bar was of the best. We find many bars of this type are rancid or the center contains very little peanut butter.

September Code 9B52

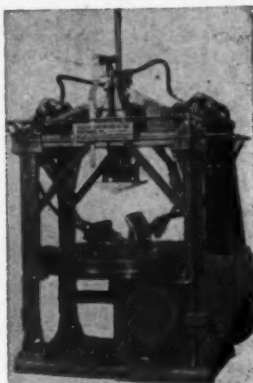
Chocolate Panned Mint Creams
1¼ ozs.—3 for 12c

(Purchased in a chain drug store, Chicago, Ill.)



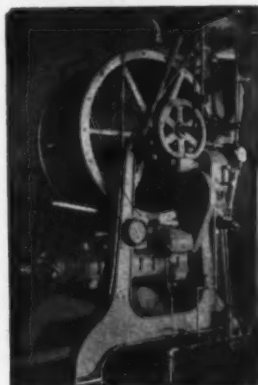
Hohberger Continuous Hard Candy Cutter

Highest production on filled or plain candies with variable speed drive.



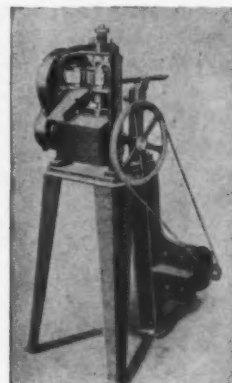
Berks Hard Candy Batch Mixer

The Berks mixer incorporates color and flavor and kneads the candy the same as by hand. No discoloration. Over 50 users with from one to fifteen units—over 160 in operation.



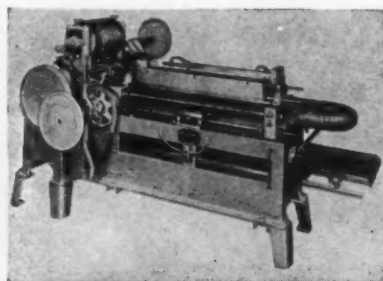
Hohberger Continuous Cream Machine

Up to 2000 pounds per hour of straight sugar fondant with proper doctoring or any amount of corn syrup.



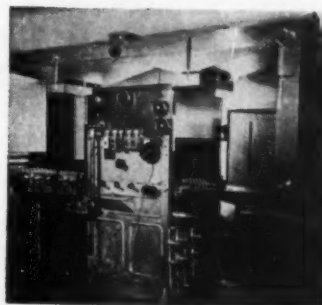
Hohberger Continuous Cut Rock Cutter

Motor and variable speed drive. Complete with three sets of knives.



Hohberger Continuous Ball Machine

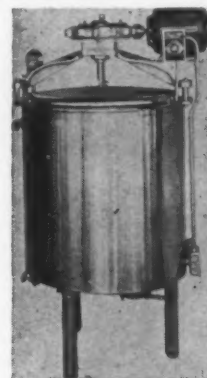
Up to 1200 lbs. per hour. Forms filled or plain balls, unusual shapes and sunbeam starlights.



Hontz Cluster Machine

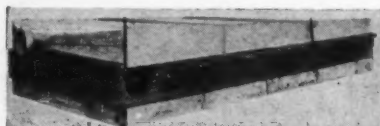
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New York 36, N.Y.

Appearance of bar: Good.

Container: Folding box printed in green. Inside wax paper liner.

Mints:

Panning: Good.

Finish: Good.

Center:

Color: Good.

Texture: Good.

Flavor: Good.

Remarks: The best mint of this kind we have examined this year.

Review: There are a number of chocolate panned mint creams on the market. Many have very hard centers and a cheap mint flavor. This sample had a very good flavor, the center was soft, and it was very good eating.

**September Code 9C52
Spearmint Gum Drops
1 1/4 ozs.—3 for 12c**

(Purchased in a chain drug store, Chicago, Ill.)

Appearance of package: Good.

Container: Folding box, white printed in blue, green, red and yellow. Inside wax liner.

Gums:

Color: Good.

Texture: Good.

Flavor: Good.

Remarks: The best 5c package of this type of gum piece we have examined this year. A good looking container.

Review: These gums were well made and had a very good texture and flavor. We find similar pieces that are very hard and tough.

**September Code 9E52
Milk Chocolate Coated English
Toffee Bar
3/4 ozs.—6 for 25c**

(Purchased in a chain variety store, Chicago, Ill.)

Appearance of bar: Good.

Size: Small.

Wrapper: Glassine wrapper printed in blue, red and white.

Bar:

Coating: Good.

Center:

Color: Good.

Texture: Good.

Taste: Good.

Remarks: The best bar of this kind we have examined this year. Suggest crunch be used as the name for the bar as the candy is more like a crunch than a toffee.

Review: There are a number of bars of this kind on the market. We find that the sample above had a good quality and was very tender to eat. A bar of this type is not good eating if it is hard or tough.

**September Code 9H52
Milk Chocolate Coated Fudge &**

**Caramel Bar
1 1/4 ozs.—3 for 12c**

(Purchased in a chain drug store, Chicago, Ill.)

Appearance of bar: Good.

Wrapper: Glassine wrapper printed in brown, blue and white.

Coating: Good for a 5c bar.

Color: Good.

Texture: Good.

Taste: Good.

Taste: Good.

Remarks: A very good eating bar. The best bar of this type we have examined this year.

Review: We find many bars that are called fudge but are a long way from fudge. Some are dry and hard and others are chewy. The fudge in this bar was short, soft and the caramel was very good. We find the caramel grained in most bars of this kind.

**September Code 9I52
Milk Chocolate Coated Peanut
Butter in Paper Cup
1 oz.—3 for 12c**

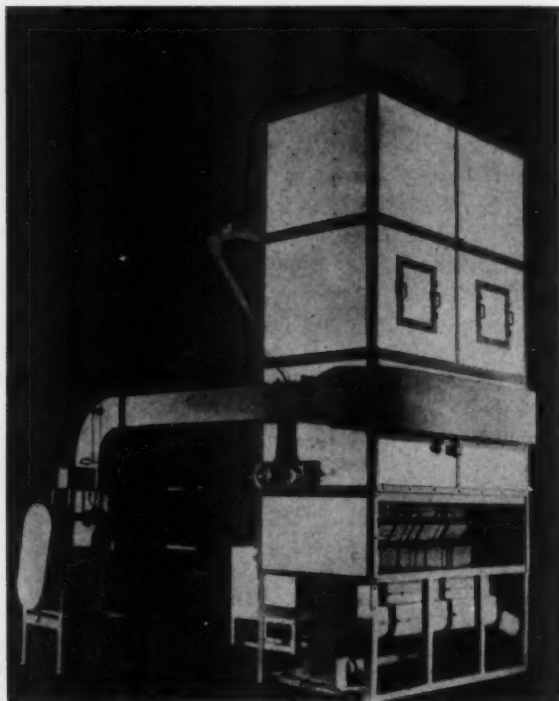
(Purchased in a chain drug store, Chicago, Ill.)

Appearance of bar: Good but small looking.

Wrapper: Glassine wrapper printed in orange, yellow and brown.

Bar:

Coating: Good.



The photograph shows the standard 1000 lbs. per hour gas fired model with thermostatic control. Adaptable to almost any fuel.

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Telephone: London, Temple Bar 5705 & 3118

Center:

Color: Good.

Texture: Good.

Taste: Good.

Remarks: The best peanut butter bar of this type we have examined this year.

Review: The peanut butter used in this piece was very good. The peanuts were roasted correctly and a sufficient amount of center was used to give the piece a good peanut butter flavor.

September Code 9J52

Milk Chocolate Coated Caramel
1 1/4 ozs.—6 for 25c

(Purchased in a chain drug store, Chicago, Ill.)

Appearance of bar: Good.

Wrapper: Glassine wrapper printed in brown, yellow and red.

Bar:

Coating: Good.

Center:

Caramel: Good.

Fudge: Good.

Peanuts: Good.

Taste: Good.

Remarks: We have examined this bar many times and always find it the best bar of its kind.

Review: The coating used on this bar was exceptionally good for a 5c bar. The caramel was well made and good eating. Most caramel bars are hard

and tough; we also find some that are grained.

September Code 9K52

Short Caramel Roll

1 1/2 ozs.—6c

(Purchased at a subway stand, New York City)

Appearance of roll: Good.

Wrapper: Glassine wrapper printed in brown and orange.

Roll:

Color: Good.

Texture: Good.

Taste: Good.

Remarks: We find this bar the best of this type of confection we have examined this year.

Review: We have examined this roll many times and always find it to be very good. There are only a few bars of this type on the market but most are cheaply made: The quality of this roll is good.

September Code 9M52

Crystal Mints

1 oz.—4c

(Purchased in a chain variety store, Chicago, Ill.)

Appearance of package: Good.

Wrapper: Paper backed foil wrapper printed in red, blue and white. 10 square pieces, cellulose wrappers.

Mints:

Color: Good.

Texture: Good.

Flavor: Good.

Remarks: The best package of this kind we have examined this year. Cheaply priced at 4c.

Review: We find few crystal mints on the market today. Some years ago this was a very popular piece. The texture and flavor in this sample were of the best. It was well made and good eating.

September Code 9O52

Milk Chocolate Coated Light Nougat & Caramel Bar

1 1/4 ozs.—6c

(Purchased at a subway stand, New York City)

Wrapper: Glassine wrapper printed in green and red.

Bar:

Coating: Good.

Center:

Color: Good.

Texture: Good.

Taste: Good.

Remarks: We have examined this bar numerous times over the years and still find it the best bar of this type on the market.

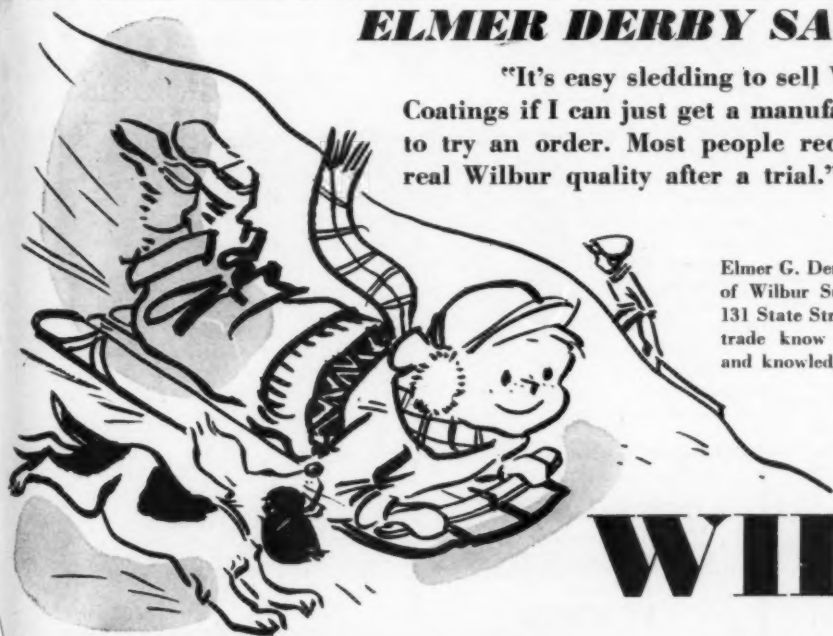
Review: There are a number of bars of this kind on the market but this is outstanding for quality, texture and flavor.

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"It's easy sledding to sell Wilbur Coatings if I can just get a manufacturer to try an order. Most people recognize real Wilbur quality after a trial."



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October Code 10C52
Licorice Shoestrings
4½ ozs. for 16c

(Purchased in a supermarket, Chicago, Ill.)

Appearance of package: Good.
Container: Cellulose bag printed in red and white.

Shoestrings:

Color: Good.
Texture: Good.
Flavor: Good.

Remarks: The best licorice piece of this kind we have examined this year. A very good licorice flavor.

Review: Most of the licorice pieces we examine have a strong Anise flavor. This sample had a good licorice flavor, not too strong. The texture of the piece was very good for a licorice shoestring.

October Code 10D52
Jelly Center After Dinner Mints
3½ ozs. for 10c

(Purchased in a department store, Chicago, Ill.)

Appearance of package: Good.
Container: Cellulose bag printed in black, pink and white.

Mints:

Color: Good.
Texture: Good.
Centers:
Colors: Good.
Jelly: Good.
Flavors: Good.

Remarks: The best mints of this kind we have examined this year.

Review: We find that many after dinner mints are too dry and lack a good flavor. This type of confection should have a tender texture and a good strong mint flavor. The sample was a very good eating jelly mint.

October Code 10I52
Burnt Peanuts
2¾ ozs. for 10c

(Purchased in a cigar store, Chicago, Ill.)

Appearance of package: Good.
Container: Cellulose bag, paper clip on top printed in red, yellow and

white.

Peanuts:

Color: Good.
Finish: Good.
Texture: Good.
Taste: Good.

Remarks: The best burnt peanuts we have examined this year. Very well made and good eating.

Review: Burnt peanuts as a rule have entirely too much sugar jacket. We also find that some are very hard. This sample was good eating. The jacket was very brittle and the peanuts were well roasted.

October Code 10N52
Cluster Pops

5 pieces—1½ ozs. for 10c

(Purchased in a department store, Chicago, Ill.)

Appearance of cluster: Good. Pops are wrapped in colored paper backed foil, overall cellulose wrapper printed in red and white.

Pops:

Colors: Good.
Texture: Good.
Flavors: Good.

Remarks: The best package of this kind we have examined this year.

Review: Most important in hard candies of all kinds is the flavor. The flavors in these pops were very good. Most pops of this kind contain imitation flavors.

November Code 11C52

Assorted Panned

Chocolate Wafers

7 ozs.—25c

(Purchased in a chain store, Oak Park, Ill.)

Appearance of package: Good.

Container: Cellulose bag printed in dark brown. Name etc. in white.

Buttons:

Colors: Good.
Panning: Good.
Finish: Good.
Center: Chocolate paste.
Texture: Good.
Taste: Good.

Remarks: These wafers are the best of this kind we have examined this

year. The quality is of the best as is the workmanship.

November Code 11B52
Chocolate Dragees
14 ozs.—\$1.00

(Purchased in a department store, N.Y.C.)

Appearance of package: Good.

Box: One layer type, top printed in buff. Imprint of bubbles in colors. Name embossed in brown. Cellulose wrapper.

Appearance of box on opening: Good.
Dragees:

Color: Good.
Finish: Good.
Panning: Good.
Coating: Dark: Good.
Centers:
Brazils: Good.
Filberts: Good.
Sugar Mints: Good.
Raisins: Good.
Mint Cream: Good.
Vanilla Caramel: Good.
Gum: Good.
Nut Taffy: Good.
Almonds: Good.
Cordials: Good.
Peanuts: Good.

Assortment: Good.

Remarks: These chocolate panned pieces are the best we have examined for some time at this price. The centers are well made and of good quality. The workmanship is of the best and a very good grade of chocolate is used.

November Code 11I52
Assorted Chocolates
Panned Pieces
1 lb.—85c

(Purchased in a grocery store, Oak Park, Ill.)

Appearance of package: Good.

Box: One layer type, square; cellulose window. Printed in red, brown and gold. Man and lady figurines in colors. Cellulose wrapper.

Appearance of box on opening: Good.
Coatings: Dark and light.

Colors: Good.
Finish: Good.
Panning: Good.
Taste: Good.

Centers:

Brazils: Good.
Malted Milk Balls: Good.
Vanilla Creams: Good.
Gums: Good.
Peanuts: Good.
Nut Taffy: Good.
Raisins: Good.

Assortment: Good.

Remarks: At the price of 85c the pound, we find these panned pieces to be the best. Although the light coating lacked a good milk taste, the dark coating was good for this priced candy. The centers were good eating and while the assortment was a trifle small, the general quality was good for this priced candy.

CONVEYORS

Corrigan bulk dry sugar handling and storage systems convey sugar from unloading point to storage and from storage to production.

Improve production facilities
 Lower operation costs

J. C. CORRIGAN CO. INC.

41 Norwood St., Boston 22, Mass.

CODE DATERS
NAME MARKERS
PRICERS

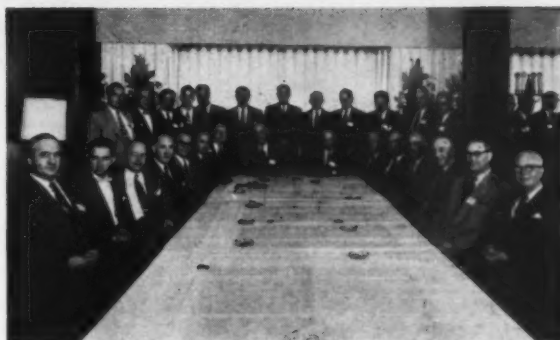
Gummed Tape Printers
For The Candy Industry

Write for information

KIWI CODERS CORP.

3804-06 N. Clark St., Chicago 13, Ill.

News of Associations



● **Point-of-Purchase Advertising Institute** has announced a greatly expanded program of Marketing Research. The overall plans include the services of several well-known personalities in the field of Market Research, to assist the staff of POPAI at national headquarters.

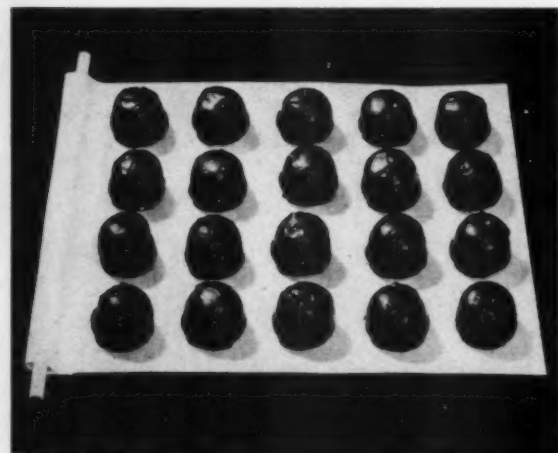
● **National Candy Wholesalers Ass'n** has announced plans for eight projects under its Foundation to improve the wholesaler's profit picture and help independent retailers and others to sell more candy. The Board approved these projects during its annual meeting held in Washington, D. C., October 2-4, 1952. And it was voted to get two or more of these marketing studies under way at once.

Important action was taken by NCWA's governing body also on the over-all association program. Most of the 32 members of the Board were present for the three-day meeting.

Seated (l-r): Colquitt Fitzgerald, Del-Tex Nut Co., San Angelo, Texas; J. P. Fritz, Fritz Wholesale Co., Newport, Minn.; I. L. Saffer, Saffer-Simon, Inc., Newark, N. J.; Morton Singer, Singer Bros., Inc., Jersey City, N. J.; Ernest Prince, McKeesport Candy Co., McKeesport, Pa.; F. C. Hober, Sheehan Bros. & Hober, Inc., Missoula, Mont.; Frank O. Norman, Norman Confection Service, Stockton, Cal.; NCWA President, Peter Kramer, Jr., Peter Kramer & Son, Somerville, Mass.; NCWA Board Chairman, E. J. McCoy, J. B. McCoy & Son, Canton, Ohio, Clyde Short, Clyde A. Short Co., Shelby, N. C.; Claude Poole, C. B. Poole, Inc., Gaffney, S. C.; Harry Hedrich, U. J. Hedrich Co., Presque Isle, Me.; R. J. McBride, Cash-Wa Candy Co., Kearney, Neb.; NCWA Vice President, Clarence Morgan, Morgan Brothers, Asheville, N. C.; and W. T. Stuart, Stuart & Betts, Richmond, Va.

Standing: Assistant Secretary Jesse Jones, Washington, D. C.; Robert Bell, Belden Hill Cigar Co., Cedar Rapids, Iowa; Elmer Kreher, Kreher & Shoemaker, Inc., Buffalo, N. Y.; NCWA Assistant Secretary Wilbur K. Hess, Washington, D. C.; Harvey Thiele, Harvey Thiele & Co., Santa Fe, New Mexico; Sidney Grossman, Linker Cigar Co., Louisville, Ky.; NCWA Executive Secretary, C. M. McMillan, Harry Loeck, Allen, Son & Co., Baltimore, Md.; John F. Poetker, Jr., J. F. Poetker & Son, Cincinnati, Ohio; J. V. Balocca, Clemens & Green, Paola, Kans.; NCWA General Counsel William A. Quinlan, Washington, D. C.; and NCWA Editor Ray Foley, Washington, D. C.

BURRELL REFLECTO PLAQUES



A Coated Fabric—Not A Lamination

- A smooth bright finish given to bottoms
- No separation between coating and fabric
- No cracking or wrinkling of belt, causing poor bottoms

This new Burrell Reflecto Plaque has been developed by Burrell's research engineers to fill the needs for a smooth finish non-cracking plaque belt which will produce fine smooth bottoms on chocolate confections.

If It's Belting, We Have It

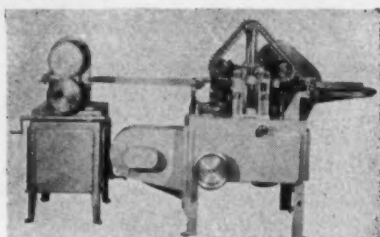
BURRELL



BELTING CO.

7501 NORTH ST. LOUIS AVE., SKOKIE, ILLINOIS

LATINI PRODUCTS



LATINI PLASTIC MACHINE

Most productive plastic machine built today—speeds up to 150 ft. per minute.

Actual production figures:

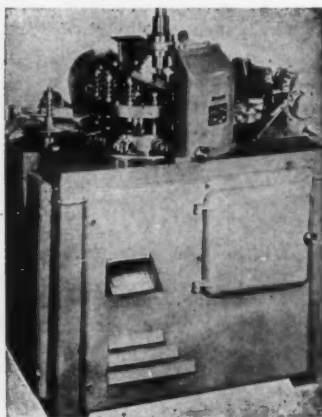
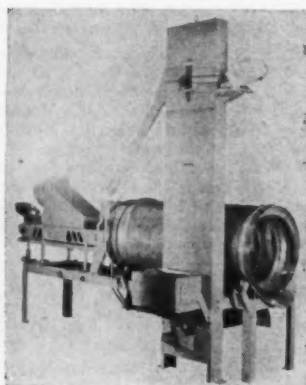
Filled raspberries—1200 lbs. per hour

Solid goods—1500 lbs. per hour

Pulled candies—900 lbs. per hour

LATINI SUGAR SANDER

Guaranteed to properly sand the full output of a mogull! Enlarged steaming chamber. Non-corrosive metals where steam and sugar meet.



LATINI DIE POP MACHINE

200 perfect pops per minute with no scrap. Interchangeable dies. 25% split-second weight control with every set of dies. Wood or paper sticks.

Representative:

John Sheffman, Inc.

152 West 42nd Street

New York 36, N.Y.

COOPER-STYLED FOLDING CANDY BOXES WILL RAISE SALES DURING 1953's FIRST TWO CANDY SEASONS



Write or wire Dept. "M" for Illustrated Price List.

COOPER

PAPER BOX CORPORATION

Dept. "M"

Buffalo 4, N. Y.

• The National Confectioners' Association has been advised by the Central Shippers Council, Inc. that the Central Territory Truck Surcharge case has been set for hearing in Chicago on December 8, 1952.

• Great Plains Candy Club in Omaha, Nebraska, celebrated its third annual Harvest Festival in October. Mr. C. M. McMillan, executive secretary of the National Candy Wholesalers Ass'n was the final speaker at the breakfast meeting Sunday, October 19. His subject was "More Facts and More Fight," wherein he told the group that the independent retailer is the candy industry's greatest potential for increasing its sales at lower cost to the manufacturer, but that he must be sold through facts and figures.

• The National Confectioners' Association will handle sale of space at the Exposition to be held in New York City June 15 to 18, 1953. Irvin C. Shaffer, Just Born, Inc., is the General Convention Chairman; Victor A. Bonomo, Gold Medal Candy Corp., Co-Chairman; and Charles R. Adelson, Delson Candy, Program Chairman.

• The Philadelphia Retail Confectioners Association will feature Easter and Spring displays at its Candy Show to be held at the Benjamin Franklin Hotel, January 25 through January 29. Applications of exhibitors for space are being considered in the order of their receipt. More than 50 leading suppliers are expected to compete for the awards being offered for the most inviting and attractive space at the show.

Conventions -- Meetings

- December 11-12—Western Confectionery Salesmen's Association, LaSalle Hotel, Chicago.
 December 16—Candy Executives' and Associated Industries' Club, New York—Christmas Party.
 December 27-29—American Marketing Ass'n conference, Palmer House, Chicago, Illinois.
 January 19-22—Plant Maintenance Show, Public Auditorium, Cleveland, Ohio.
 January 26-30—International Heating and Ventilating Exposition, International Amphitheatre, Chicago, Illinois.
 April 20-23—American Management Association, Packaging Conference and Exposition, Navy Pier, Chicago, Illinois.
 April 23-24—Pennsylvania Manufacturing Confectioners' Ass'n, Production Conference, Lehigh University, Bethlehem, Pennsylvania.
 April 27-May 8—British Industries Fair, London and Birmingham, England.
 May 18-22—National Materials Handling Exposition, Convention Hall, Philadelphia, Penn.
 June 10-12—Southern Wholesale Confectioners Ass'n, Jung Hotel, New Orleans, Louisiana.
 June 14-18—National Confectioners' Ass'n, Waldorf-Astoria Hotel, New York.
 June 14—Associated Retail Confectioners, 33rd annual convention, New York.
 August 2-6—National Candy Wholesalers Association, Conrad Hilton Hotel, Chicago.



(photograph by tana helen)

*"How dare you make that suggestion, Mr. Glotz?
 ...We wouldn't consider anyone but ***B*B*** for
 chocolate...They've always given us
 good service and uniform quality!"*

BLUMENTHAL BROS. CHOCOLATE CO.

Margaret & James Sts., Phila. 37, Pa.



"RESCO"

CHOCOLATE TEMPERING MILL and STAINLESS STEEL DIPPING TABLE

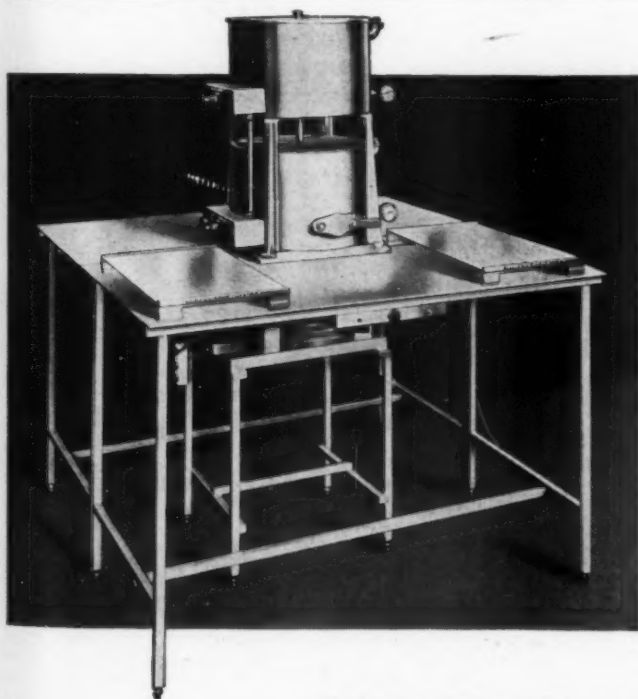
This equipment revolutionizes the hand dipping of candy. The mill automatically melts and tempers the chocolate leaving the dipper free to concentrate on covering the centers. This improves the output of the experienced dipper. New help can be trained much faster with this setup, as there is no need to teach the tempering process; it is done automatically.

The stainless steel table comes in two sections and fits around the mill. Two adjustable feed gates let the chocolate into the electrically heated, thermostatically controlled side warming pans. Pans for two-hand dipping are also available. The mill and table are each on their own stand to facilitate moving and cleaning. For increased output and better finished goods this equipment cannot be equaled.

Equipment for the Manufacturing Confectioner
Engineering and Plant Layout Service

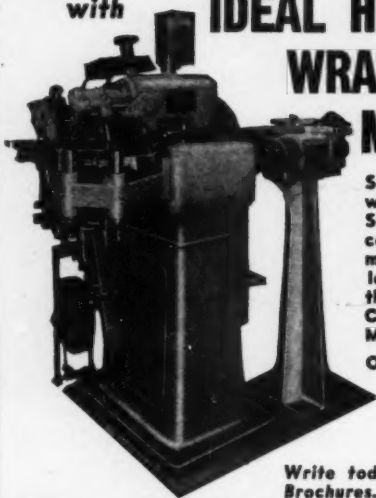
Robert E. Savage Company

—OFFICE AND PLANT—
1901 CLYBOURN AVENUE, CHICAGO 14, ILLINOIS



Speed Makes The Difference!
450 CARAMELS CUT and
WRAPPED EVERY MINUTE

with **IDEAL HI-SPEED**
WRAPPING
MACHINE



Speed that's always dependable—
 Safety that can be counted on—maximum production at least cost—that's the Ideal Special Caramel Wrapping Machine!

Only 2 personnel required for this entirely automatic operation.

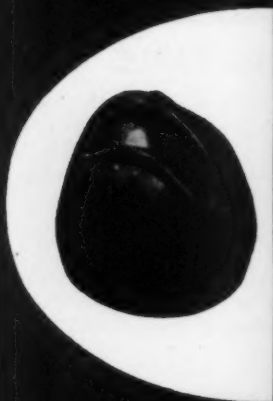
Write today for **FREE Brochures.**

Established 1906

IDEAL WRAPPING MACHINE COMPANY

MIDDLETOWN, NEW YORK, U. S. A.

Chocolate Coatings



Rich, dark *Vanilla* and luxuriously smooth *Milk* for the very finest confectionery centers.

Ambrosia SINCE 1894
 FOOD OF THE COURT

AMBROSIA CHOCOLATE CO. MILWAUKEE 3, WIS.

Supply Field News



● Refined Syrups and Sugars, Inc. of Yonkers, N. Y., is celebrating its Silver Anniversary of supplying industrial sugar users with "Flo-Sweet" liquid sugar and "Hudson Valley" granulated sugar.



Frederic A. Davidson, President, of Refined Syrups and Sugars, Inc., congratulates Mary F. Hughes, Director of the Research Laboratory. Others who have been with the firm for 25 years are, left to right, Hugh B. Wright, Superintendent of Maintenance; Marie M. Deenihan, secretary to Mr. Freeman, Edward W. Freeman, Vice President and Treasurer; and, to the right of Mr. Davidson, Daniel V. Wadsworth, Vice President for Sales; and Thomas M. Brown, Vice President for Production. Not pictured, N. Blanchard Smith, Ass't Secretary and Ass'n Treasurer, has also been with the firm for 25 years.

● Dodge & Olcott held its annual three-day sales meeting at the Hotel New Yorker on October 29. All New York and Branch Office Sales personnel attended, as well as D&O officers and department heads. Mr. J. F. Rudolph, President, spoke to the assembled group concerning current markets and trends, and other officials of the company covered subjects of vital interest of those in attendance.



Officers and Sales Personnel attending the Dodge & Olcott, Inc. included in the first row (l-r) Harold Bachmann, St. Louis; V. H. Fischer, V.P.; J. F. Rudolph, President; and C. O. Homan, V.P. Second row: Bill Peacock, Baltimore; Fred Perrone, New York; Paul Sperry, Sales Manager; and Earl Kersten, Atlanta. Third row: Tom Callahan, Cincinnati; Ken Hartley, Chicago; Neil Grace, New York; Ed Wyluda, Boston; and George Collins, St. Louis. Last row: Nate Fretz, New York; Joe Fortescue, Philadelphia; Chet Smith, Los Angeles; Ed Spellman, New York; Bill Arko, Chicago; and Frank Murdock, San Francisco.

As we go to press word has just been received of the death of Joseph F. Rudolph, President of Dodge & Olcott, Inc.

Please turn to page 54

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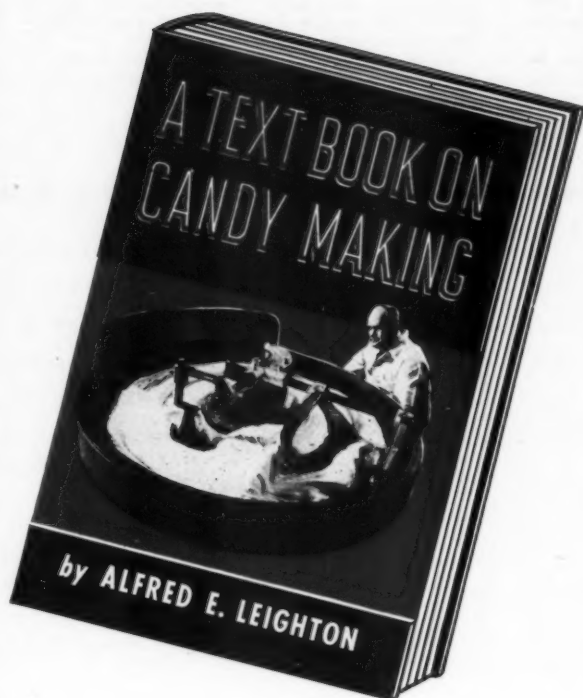
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\$6.00
per copy

A Practical Gift



that will
continue
to give
thru out
the year

to friends-associates-employees

Your Order Is Shipped
The Day It Is Received

Book Department
The Manufacturing Confectioner
Publishing Company
418 N. Austin Blvd.
Oak Park, Illinois

2
Date.....

Gentlemen:

Enclosed is my check for \$..... to cover the cost of copies
of "A TEXT BOOK ON CANDY MAKING"

Name Title

Firm

Street

City Zone State

Down-to-earth reading

... In non-technical language

Practical Lessons Include:

Equipment and Ingredients

Hard Candy—Marshmallows

Chocolate—Fudge—Fondant

Jellies — Caramel — Nougat

National Advertising

The following National Advertising listings have been compiled and arranged as an informative service to the confectionery industry.

Information on magazine advertising expenditures is printed by The MANUFACTURING CONFECTIONER with the special permission of Publishers Information Bureau.

The radio advertising table is compiled and arranged by the staff of The MANUFACTURING CONFECTIONER from network and private sources.

These listings have been a regular feature of The MANUFACTURING CONFECTIONER publications since May, 1951.

Magazines

September

Advertiser	Magazines	September Expenditure	Total 1952	Total 1951
Fred W. Amend Co.	Last advertised in January, 1951	\$	\$	\$ 1,195
Bake-O-Nuts, Inc.	Last advertised in January, 1952		588	1,268
Barracini Candy Co.	Last advertised in April, 1951			3,170
Beech-Nut Packing Co. (Beech Nut Gum)	Boy's Life—1,360; Family Circle Magazine—6,610	7,970	139,890	112,555
Blumenthal Bros.	See July, 1952, issue		1,367	2,605
Blum's Confectionery	See September, 1952, issue		1,558	3,406
E. J. Brach & Sons	Last advertised in Nov., 1951			124,897
Brown & Haley Candy Co. (Almond Roca)	See August, 1952, issue		5,695	21,750
Candy Pack, Inc. (Swedish Mints)	Last advertised in August, 1951			192
Cobbs Fruit & Preserving Co. (Honeysuckle Candy)	See September, 1952, issue		4,028
The Cracker Jack Co. (Campfire & Angelus Marshmallows)	Good Housekeeping	7,950	46,770	57,689
Cresca Co., Inc. (Lindt Candy)	Cue—330; New Yorker—394	724	5,418	7,575
Cresca Co., Inc. (Pascall Candy)	New Yorker—334; Vogue—400	734	6,008	3,981
Crosse & Blackwell, Inc. (Keller's Candy)	Gourmet—185; New Yorker—394	579	6,432	8,417
Curtis Candy Co.	Better Living—6,635; Everywoman's Magazine—5,475;	12,110	121,060	113,308
DeMet's, Inc. (Turtles)	See March, 1952, issue			25,980
Flavour Candy Co.	See January, 1952, issue			455
Frank H. Flier Corp. (Flier's Bubble Gum)	Family Circle Magazine—2,095; Life—5,440; Look—3,400;	14,775	133,646	72,720
John O. Gilbert Chocolate Co.	See November, 1952		4,480	4,840
H. Hamstra & Co. (Droste Chocolates)	See August, 1952, issue		1,468	2,411
Henry Heide, Inc.	Life—2,720; Saturday Evening Post—1,920	4,640	42,075	57,300
Imperial Candy Co., Inc.	See November, 1952		138
International Delicacies	Last advertised in March, 1952		116
The Kroger Co.	See January, 1952, issue			2,460
Liberty Orchards Co. (Aplets, Collets)	See February, 1952, issue			499
Life Saver Corp.	Life—28,900; Look—17,130; Saturday Evening Post—20,360	66,390	348,360	465,565
Mars, Inc.	Colliers—8,225; Look—11,673	19,898	106,198	178,330
Mason Au Magenheimer Confectionery Mfg. Co.	True Story Women's Group	778	6,003
National Dairy Products Corp. (Kraft Caramels)	Last advertisement in June, 1951			61,300
New England Confectionery Co. (Necco Candies)	See September, 1952, issue		44,100	155,980
Pangburn Co.	See July, 1952, issue		9,480	6,420
Peter Paul, Inc. (Mounds & Almond Joy Bars)	Puck—16,750	16,750	155,956	272,217

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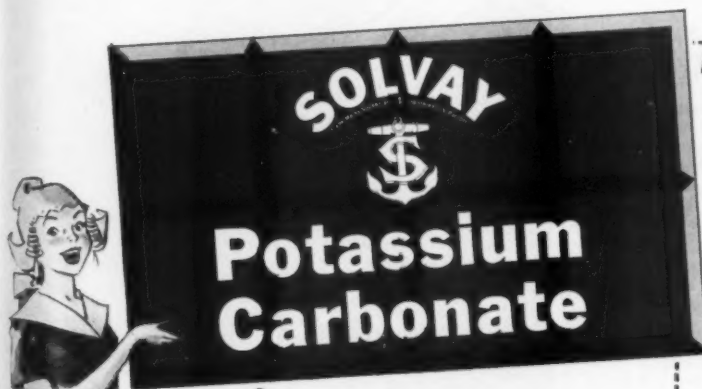
Planters Nut & Chocolate Co.	Scholastic Magazines—550; Saturday Evening Post—11,735 Total	12,285	86,955	170,398
Thomas D. Richardson Co.	Saturday Evening Post	11,735	62,470	67,130
Rockwood & Co. (Rockwood Wafers)	See May, 1952, issue		19,585	119,685
Saleway Stores, Inc. (Roxbury Candy) & Fluffiest Marshmallows)	Family Circle Magazine	1,406	10,018	11,700
Frank G. Shattuck (Schrafft's Chocolates)	Saturday Evening Post	11,735	56,375	77,330
Sophie Mae Candy Corp.	See August, 1952, issue		27,589	23,729
Russell Stover Candies	See March, 1952, issue			9,625
Sweet Candy Co.	Last advertised in March, 1951			700
Sweets Co. of America, Inc. (Tootsie Rolls)	See September, 1952, issue		3,138	43,659
Switzer's Licorice Co.	Family Circle Magazine—1,380; Ladies Home Journal—1,187; Saturday Evening Post—1,305 Total	3,872	27,735	70,150
Vernell's Fine Candies, Inc.	Life—2,016	2,016	28,108	2,485
James O. Welch Co. (Coconut bar & Mint Patties)	Life—13,808; Woman's Day—6,325	20,133	105,022	164,934
Stephen F. Whitman & Sons, Inc.	Saturday Evening Post	20,360	260,800	398,230
Wilbur-Schard Chocolate Co., Inc.	See March, 1952, issue			44,400
R. C. Williams & Co., Inc. (Tobler Candy)	Gourmet—185; New Yorker—1,115; N. Y. Times Magazine—308 Total	1,608	5,101	5,753
Wm. Wrigley, Jr., Co.	Better Living—4,680; Everywoman's Magazine—3,450; Family Circle Magazine—8,328; Parent's Magazine—4,225; Today's Woman—2,200; Woman's Day—8476 Total	31,359	268,095	295,020
Zion Industries, Inc.	See September, 1952 Total		150	105
Total Magazine Advertising Expenditure		\$269,807	\$2,151,975	\$3,273,518

Radio and Television

October

Sponsor	Network	No. of Stations	Time
American Chicle Co.	CBS	176	5 10-min. shows*
		176	5 10-min. shows*
		176	5 10-min. shows*
Frank H. Fleer	ABC-TV	9	4 15-min. shows
Luden's	NBC-TV	47	4 15-min. shows
M. & M., Ltd.	CBS-TV	50	4 30-min. shows
Mars, Inc.	ABC-TV	36	4 30-min. shows
	CBS	176	4 30-min. shows
Sweets Co. of America	ABC-TV	23	4 15-min. shows
Williamson Candy Co.	Mutual	495	2 30-min. shows
William Wrigley, Jr., Co.	CBS	181	4 30-min. shows
		186	5 30-min. shows
	CBS-TV	11	4 30-min. shows

*Program is co-sponsored



SOLVAY

Potassium Carbonate

For Dutch Process COCOA and CHOCOLATE

Dustless Calcined 99%-100%
Hydrated 83%-85% • Liquid 47%

SOLVAY PROCESS DIVISION
Allied Chemical & Dye Corporation
61 Broadway, New York 6, N. Y.

BRANCH SALES OFFICES:
Boston • Charlotte • Chicago • Cincinnati • Cleveland
Detroit • Houston • New Orleans • New York
Philadelphia • Pittsburgh • St. Louis • Syracuse

Confectionery Brokers

New England States

JESSE C. LESSE CO.

Confectionery
Office and Sales Room
161 Massachusetts Ave.
BOSTON 15, MASS.
Territory: New England

Middle Atlantic States

JAMES A. BRADY CO.

412-13 Scranton Real Estate Bldg.
SCRANTON 9, PENN.
Phone 7-2222
Concentrated coverage of the
candy and food trade in N. E.
Penn. "The Anthracite"

MANNY MILLER

246 So. 46th St.
PHILADELPHIA 39, PENN.
Specialist with the Super Market
& Wholesale Grocery Trade for
Nineteen years, in this Concentrated
Area.

HERBERT M. SMITH

318 Palmer Drive
NO. SYRACUSE, NEW YORK
Terr: New York State

IRVING S. ZAMORE

2608 Belmar Place
SWISSVALE, PITTSBURGH 18, PA.
29 Years Experience
Terr: Pennsylvania, excluding
city of Philadelphia

South Atlantic States

JIM CHAMBERS

Candy Broker
84 Peachtree Street
ATLANTA 3, GEORGIA
Terr: Ga., Ala., and Fla.

IRVIN P. NORRIS

Manufacturing Representative
Austin Circle
DECATUR, GEORGIA
Candy—Novelties—Package Foods
Territory: Ga., Fla., Ala. & Tenn.

W. M. (BILL) WALLACE

Candy and Specialty Items
P. O. Box 472—111 Rutland Bldg.

DECATUR, GEORGIA

Terr: Ga. & Fla.
Thorough Coverage

SAMUEL SMITH

2500 Patterson Ave. Phone 22318
Manufacturers' Representative
WINSTON-SALEM 4, N. CAROLINA
Terr: Virginia, N. Carolina,
S. Carolina

ROY E. RANDALL CO.

Manufacturers' Representative
P. O. Box 605—Phone 7590

COLUMBIA 1, SO. CAROLINA

Terr: No. & So. Carolina
Over 25 years in area

WM. E. HARRELSON

Candy & Allied Lines
5308 Tuckahoe Ave.—Phone 44280
RICHMOND 21, VIRGINIA
Terr: W. Va., Va., N. & S. Car.

BUSKELL BROKERAGE CO.

1135 East Front Street
RICHMOND, VA.
Contact Wholesale Groceries, Candy
Jobbers and National Chains
Terr: Va., W. Va., Eastern Tenn.,
and Eastern Kentucky

East No. Central States

G. W. McDERMOTT

100 North Raymond St.—Phone 382
MARINETTE, WISCONSIN
Terr: Wisc. & Upper Mich.—covered
every five weeks.

ROGER EITTLINGER

Phone Townsend 8-5369
16525 Woodward Ave.

DETROIT 3, MICHIGAN

Terr: Entire state of Michigan

BERNARD B. HIRSCH

1012 N. 3rd St.
MILWAUKEE 3, WISCONSIN
Terr: Wis., Ia., Ill. (excluding Chi-
cago) Mich. (Upper Penn.)

IRWIN R. TUCKER COMPANY, INC.

308 W. Washington Street
Chicago 6, Illinois
Complete Coverage of Chicago
Market

H. K. BEALL & CO.

308 W. Washington St.
CHICAGO 6, ILLINOIS
Phones RANDolph 1618-1628
Territory: Illinois, Indiana,
Wisconsin
25 years in the Candy Business

ARTHUR H. SCHMIDT CO

815 Erieside Ave.
CLEVELAND 14, OHIO
Terr: Ohio, Member Nat'l. Conf.
Salesmen Ass'n.
Buckeye Candy Club

East So. Central States

R. HENRY TAYLOR

Candy Broker
Box 1456—Phone 4-2763
LEXINGTON, KENTUCKY
Territory: Kentucky and Tennessee

FELIX D. BRIGHT & SON

Candy Specialties
P. O. Box 177—Phone 8-4097
NASHVILLE 2, TENNESSEE
Terr: Kentucky, Tennessee, Ala-
bama, Mississippi, Louisiana

from page 50

● Fred S. Carver, Inc. has elected Wm. S. Carver, President, and his brother, Robert W. Carver, Secretary and Treasurer. The Carver brothers have for the past 12 years been actively associated with their father, the late Fred S. Carver, in the management and ownership.

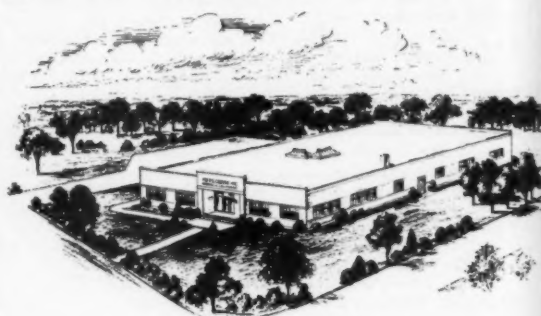



Photo shows architect's drawing of the new Carver plant in Summit, New Jersey, where company operations were recently moved.

● The Hinde & Dauch Paper Company was the creator and producer of the attractive full-color corrugated display stand triple-featuring Hershey's Chocolate Dainties, Durkee's Margarine and Durkee's Coconut, promoting 10-Minute Wonder Fudge.

● A. E. Staley Manufacturing Co. has been awarded the bronze "Oscar" of the milling industry by Financial World magazine, for the best 1951 annual report.



Buy with
Confidence
from
FUNSTEN

Specially Selected
for Flavor and Size

PECANS of Quality

FOR OVER 50 YEARS

R. E. Funsten Co., 1915 Delmar St. Louis 3, Mo.



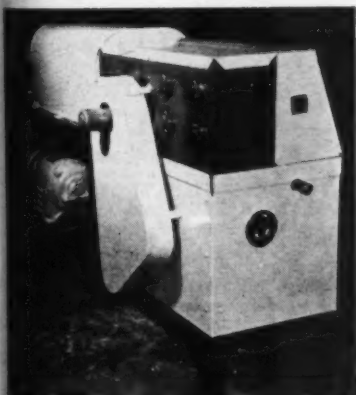
And A Happy New Year!

The Penick & Ford New Year pledge is continued research progress and good cheerful service to confectioners.

We wish to take this opportunity of wishing all our customers continued success in the year 1953.



• Mr. Tate M. Robertson, Jr., has been appointed Sales Manager of the Corn Products Department of Anheuser-Busch, Inc.



• John Sheffman, Inc. are the exclusive agents of the Monroe Twister, announced as the newest and most advanced stick machine on the market. It will take a rope up to 1 1/4 inches as fast as it can be spun into the machine.

Four sets of sizers reduce the rope automatically, so that a special spinner is not required. The sizers can be adjusted to make the rope triangular, round or square.



Confectionery Brokers (Cont'd)

East No. Central States (cont'd)

J. L. FARRINGER CO.
FRANKLIN, TENNESSEE

Established 1924
Territory: Tenn., Ky., and W. Va.
3 Salesmen covering territory

AUBREY O. MAXWELL CO.

91 Franklin St.
NASHVILLE 3, TENN.
Manufacturers Sales Agent
Territory: Middle Tennessee

West No. Central States

ELMER I. EDWARDS

CANDY BROKERAGE

5352 31st Ave. So.

MINNEAPOLIS 17, MINN.

Phone: Pa. 7659

Terr: Minn., N. & S. Dak.—Special attention given to Twin City trade

GRIFFITHS SALES COMPANY

725 Clark Ave.—Phone GA. 4979

SAINT LOUIS 2, MISSOURI

We specialize in candy and novelties.

Terr: Mo., Ill., and Kan.

West So. Central States

JAMES A. WEAR & SON

P. O. Box 27

BALLINGER, TEXAS

Personal Representation

Territory: Texas

Mountain States

AR-N-TEX

P.O. Box 1442

ALBUQUERQUE, NEW MEXICO

Brokers of Fine Candies

and

Interesting Novelties

We believe in "detail" work

Three Men covering:

West Tex., N. M., Ariz., Colo., Utah

JERRY HIRSCH

Manufacturers' Representative

Candy and Specialty Items

4111 E. 4th St.

TUCSON, ARIZONA

Territory: Arizona, New Mexico & El Paso, Texas

CAMERON SALES COMPANY

3000 Monaco Parkway

Denver, Colo.

Dexter 0881

Candy & Allied lines. More than ten years coverage of Colo., Wyoming, Mont., Idaho & Utah

G & Z BROKERAGE COMPANY

New Mexico—Arizona El Paso County Texas

P. O. Box 227 ALBUQUERQUE N. Mex.

Personal service to 183 jobbers, super-markets and department stores. Backed by 26 years experience in the confectionery field. We call on every account personally every six weeks. Candy is our business.

KAISER MICHAEL

Broker

Manufacturers' Representative

"Worlds Finest Candies"

911 Richmond Drive, S.E.

ALBUQUERQUE, NEW MEXICO

Terr: New Mexico, Arizona & El Paso, Texas area

Pacific States

MALCOLM S. CLARK CO.

1487 1/2 Valencia St.

No. Cal., Nev., & Hawaii

SAN FRANCISCO 10, CALIF.

923 E. Third St.—Southern California

LOS ANGELES 13, CALIF.

Terminal Sales Bldg.

Wash., N. Idaho

SEATTLE 1, WASH.

903 Park Road

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EL PASO, TEXAS

HARRY N. NELSON CO.

112 Market St.

SAN FRANCISCO 11, CALIF.

Established 1906

Sell Wholesale Trade Only

Terr: Eleven Western States

I. LIBERMAN

SEATTLE 22, WASHINGTON

Manufacturers' Representative

1705 Belmont Avenue

Terr: Wash., Ore., Mont., Ida., Utah, Wyo.

GEORGE R. STEVENSON CO.

Terminal Sales Building

SEATTLE, WASHINGTON

Territory: Wash., Ore., Ida., Mont

Over 20 years in this area.

RALPH W. UNGER

923 East 3rd St.

Phone: Trinity 8282

LOS ANGELES, CALIFORNIA

Terr.: Calif., Ariz., N. Mex., Hawaiian Islands

GENE ALCORN & CO.

1340 E. 8th Street

LOS ANGELES 21, CALIFORNIA

383 Brannan Street

SAN FRANCISCO 7, CALIFORNIA

Territory: State of California



The MANUFACTURING CONFECTIONER'S

Clearing House



MACHINERY FOR SALE

FOR SALE—150 gal. Steam jacketed stainless steel Double Action Mixing kettle, 100 gal. steam jacketed kettle, Steel Starch Buck Depositor and Power Printer, 24 in. and 16 in. Enrobers with tunnel and refrigerator units complete, Cut Roll Machines, 5 ft. Cream beaters, Caramel cutters and tables, 300 and 500 lb. Chocolate Melters, Hand Copper Kettles, Forced and Natural Draft Stoves, Krimpac Wrapping Machine. S. Z. Candy Machinery Co., 1140 No. American St., Philadelphia 23, Penn.

CARRIER REFRIGERATION: Used Centrifugal Refrigerating Machine, Model 17-M, size 42, applicable to all refrigeration and air conditioning requirements, maximum 240 tons, direct connected to Murray low pressure steam turbine. Can be used for various capacities and temperatures. Complete unit; excellent condition. Can be purchased at a saving of 50% of its new cost. Can be arranged for motor drive. Denny & Clark, 1923 W. North Ave., Chicago 22, Ill.

GREER 24" COATERS, Practically Brand New, with automatic Feeders, Bottomers, Temperature Controls, refrigerated Cooling Tunnels, 90 degree Turntable, Packing Tables. Less than 3 years old. Have seen little service. Box 1225, **The MANUFACTURING CONFECTIONER.**

FOR SALE: Racine Sucker Machine; Large 12-Tube Briggs or Wilcox Depositor machine for Hand Rolls or Coconut Creams, big capacity; Copper Jacket Marshmallow Beater \$65; 1000 lb. Crystal Rack and Screen Pans. Gurley's, 1600 3rd St. N., Minneapolis, Minn.

TRAVELING OVERHEAD CRANE, with 75 feet of tracks, 250 lb. automatic lift, with 300 lb. Stainless Steel dump tank. Reasonable. Also—34" National Enrober with 80' economy cooling tunnel and bunker. Box No. 1127, **The MANUFACTURING CONFECTIONER.**

WRAPPING MACHINES: two Hudson Sharpe, practically brand new; one DF. All machines are set to wrap a bar approximately 5"x2"x1/4". Box 1221, **The MANUFACTURING CONFECTIONER.**

HUHN STARCH DRYER AND COOLER, less than 3 years old. Complete with full equipment. Installed to operate with Mogul. Box 1222, **The MANUFACTURING CONFECTIONER.**

PACKAGE MACHINERY CO. DF-1 Bar Wrapper, with electric eye. In excellent condition. Box 1226, **The MANUFACTURING CONFECTIONER.**

MODEL K KISS WRAPPER, Package Machinery Co., with fan-tail twist ends. Box 1227, **The MANUFACTURING CONFECTIONER.**

FOR IMMEDIATE SALE: Newest Type National Equipment M-100 Mogul, with D-100 Depositor, Hydro-Seal Pump Bar, Harmonic Motion; Currie Automatic Starch Tray Loader and Currie Stacker; Latest type Hapman Starch Conveyor; Allis-Chalmers Low-Head Sifter. Box 1223, **The MANUFACTURING CONFECTIONER.**

PRACTICALLY BRAND NEW National Equipment Streamlined 24" and 34" Enrobers, with automatic Feeders, Bottomers, Temperature Controls, individual refrigerated Cooling Tunnels, Packing Tables. Less than 3 years old. Box 1224, **The MANUFACTURING CONFECTIONER.**

FOR SALE—one 3 ft. Savage Cream Beater, Elect. heated Bonbon Pots, Elect. heated Chocolate Warming tanks, Batch Warmers, gas & elec. type, also platform scales. S Z Candy Machinery Co., 1140 No. American St., Philadelphia 23, Penn.

EQUIPMENT FOR YOUR PLANT: Latest type Hohberger Cream Machine; LP-3 Pop Wrapper; Cell-O-Core Pop Wrappers; Lynch Wrap-O-Matic; 350-gallon Gum Kettle; 32" Enrober. Box 1228, **The MANUFACTURING CONFECTIONER.**

GOOD EQUIPMENT: 32" N. E. Coater; Huhn Dryer and Cooler; National 1000 lb. Syrup Coolers; Simplex Steam Vacuum Cooker. Box 1229, **The MANUFACTURING CONFECTIONER.**

TWO FIRST-CLASS MACHINES: Charms Cooker, with evacuator; Hohberger Continuous Cream Machine, latest style. Box 1230, **The MANUFACTURING CONFECTIONER.**

HOBBERGER CONTINUOUS COOKER, 1500 lbs. hard candy per hour. Cooker used less than six months. Good buy. Box 1126, **The MANUFACTURING CONFECTIONER.**

WE BUY & SELL

ODD LOTS • OVER RUNS • SURPLUS

"Cellophane" BAGS

SHEETS • ROLLS • SHREDDINGS
Cellophane rolls in cutter boxes 100 ft. or more

ALSO MADE OF OTHER CELLULOSE FILM

Wax - Glassine Bags, Sheets & Rolls

Tying Ribbons—All

Colors & Widths

Scotch Tape

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Diamond "Cellophane" Products

Harry L. Diamond Robert L. Brown

"At Your Service"

74 E. 28th St., Chicago 16, Illinois

BUSINESS FOR SALE

WELL ESTABLISHED BUSINESS on one of the business corners in vicinity of Buffalo, N. Y. Luncheonette, home made candy, soda fountain; modern front; latest of all equipment, only 4 1/2 years old. Small, new, modern candy factory and ice cream plant in building connected to store. Wholesale and retail. Long lease. Gross sales last year \$141,000, and increasing each year. Legitimate reason for selling. Reply to Ira Powsner, 17 Court St., Buffalo, N. Y.

MACHINERY WANTED

WILL PURCHASE FOR CASH L. P. Pop Wrapping Machines. Box No. 1022, **The MANUFACTURING CONFECTIONER.**

WANTED: One 50-gal. single action Camel Kettle; and three 3'x8' Cooling Tables. Box 1231, **The MANUFACTURING CONFECTIONER.**

MISCELLANEOUS

ATTENTION: EXECUTIVES-INVESTORS. If you need a capable man in production and would like to get in on a natural in Chlorophyll, write at once. My lifetime experience with leading hard candy manufacture in confection, laboratory, research, and quality control, production and supervision, can be taken full advantage of in this sensational item. Box 1234, **The MANUFACTURING CONFECTIONER.**

SALES REPRESENTATIVES WANTED: A side line product for sales representatives now calling on the manufacturing trade—"Cholmonds," the new taste tempting Chocolate Almond Bits which have found ready acceptance in the Baking, Ice Cream and Confectionery fields, now selling nationally. Write California Confection Company, P. O. Box 190-0, Beverly Hills, California.

CHOCOLATE PACKAGE GOODS PLANT. high grade. Business increasing this year. Owner retiring. Box 1021, **The MANUFACTURING CONFECTIONER.**

THE MANUFACTURING CONFECTIONER



The MANUFACTURING CONFECTIONER'S

Clearing House



LINES WANTED

MANUFACTURERS' SALESMAN well known to Tobacco and Candy Wholesalers, local chains and supermarkets in Michigan and Ohio, desires to add candy lines of merit. Following is excellent. Modern, capable. Detroit resident. Box 1235, **The MANUFACTURING CONFECTIONER.**

AN EXPERIENCED BROKER, good following, is looking for a line of candy or novelties suitable for jobbers, chain stores, exporters, and other outlets. Quality essential. Will consider for all or part territory covered, Metropolitan New York and New Jersey. Box 1236, **The MANUFACTURING CONFECTIONER.**

CANDY BROKER covering New England would like candy or allied lines. Box 1237, **The MANUFACTURING CONFECTIONER.**

POSITIONS WANTED

YOUNG MAN, nephew of a member of the Board of the German Candy Association, is interested in coming to America to work as an apprentice in a general line candy factory. In turn, the German manufacturer with whom he is connected would be willing to have the American company send an apprentice to the factory in Germany on a reciprocal basis. Contact Hans F. Dresel, 15 Lombard Street, Philadelphia 47, Penn.

WANTED: A Candy Manufacturer or Supply Firm who can use 45 years of candy-making experience. An all-around candy maker who has spent the past 25 years as Superintendent in plants employing fifty or more people; capable of assuming full responsibility of factory. Box 1232, **The MANUFACTURING CONFECTIONER.**

CANDY MAN, 35 YEARS EXPERIENCE as worker, Foreman, Laboratory, Sales Service, Superintendent. Can handle help effectively. Available Jan. 1. Prefer mid-west location. Box 1239, **The MANUFACTURING CONFECTIONER.**

CANDY and FOOD TECHNOLOGISTS, with wide experience in the development, production, and technical control of a complete line of confectionery and chocolate products, as well as numerous other foods, desires a position of responsibility, in which he can fully use his ability. Box 1238, **The MANUFACTURING CONFECTIONER.**

SUPERINTENDENT on the west coast has fine reputation for handling personnel, and producing quality candies. Experience in large retail and wholesale plants; understands plant organization, economical production methods and modern equipment. Excellent references. Box 1122, **The MANUFACTURING CONFECTIONER.**

CHOCOLATE AND ENROBER MAN with 20 years' experience, best references. Box 1233, **The MANUFACTURING CONFECTIONER.**

ECONOMY EQUIPMENT

For
CANDY and BISCUIT PLANTS

BELTURNS for conveying around a turn without bunching.

• **LUSTR-KOOLD** chocolate, skinning and sandwich cooling tunnels and conveyors.

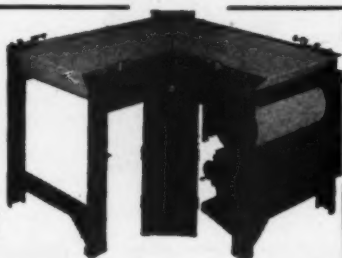
• **MISC. ITEMS:** Packing Tables; Variable Drives; Stainless Steel Hot and Cold Slabs; Stainless Trucks, Pans and Racks.

Also Special Equipment Made to Your Requirements.

ECONOMY EQUIPMENT COMPANY

4000 S. Hoyne Ave.

Chicago 9, Illinois



Starch Trays

- **At their best!**
- **At lowest prices!**

Masonite and Solid Wood Glued Bottoms Nailed—Lock Corner and Water-proof Glued Hard and Soft Woods

also: Dipping Boards—Starch Tray Dollies
Pan Room Trays—Wire Bottom Trays
Mould Boards

And All Other Affiliated Wood Products

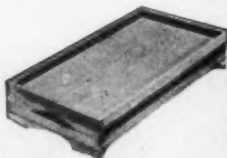
Ask for quotation

BAYWOOD MFG. CO., INC.

11 Sterling Pl.

Brooklyn 17, N.Y.

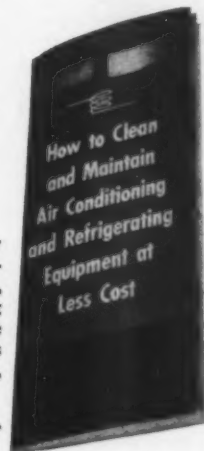
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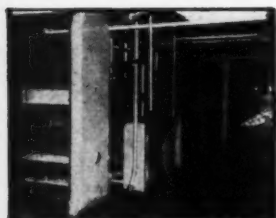
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Rebuilt
Machinery

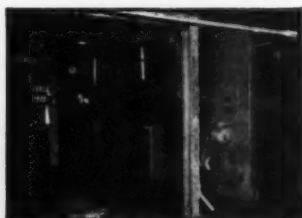
Established 1912



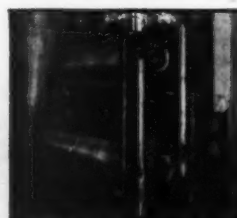
Direct From Floor of
SAN JOSE, CALIFORNIA CANDY PLANT
(25 Miles From San Francisco)
discontinued division of
CHASE CANDY CO.



Delivery end of National Equipment Model M-100 Mogul, 3 D-100 Depositors for chicken corn



Delivery end of National Equipment Model M-100 Mogul, with 2 D-100 Depositors and with Stacker.



Huhn Double Dryer and Cooler, Wolf Cleaner, motors and elevators.



2—Model A Trans



1—National Equipment 24" New Bon Bon Enrober, Stainless Steel Tank and Construction, 1 year old.



Hohberger Cream Unit with Stainless Steel Drum-Beater, Big Bell, motor driven.



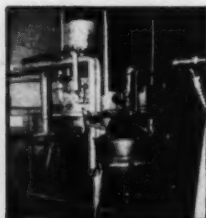
Forgrove Wrapper, 1/2 x 1/2.



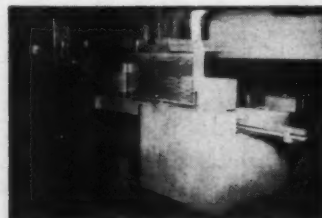
Rose 500 Wre block 1 1/2" x diam.



2—Berks Batch Mixers.



Hohberger Cooker with Pumps and Pre-Cooking Kettles.



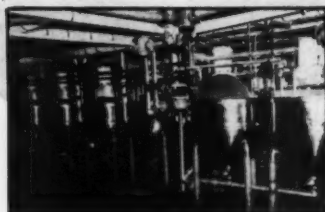
Redington Box Machine, 31110, type 9 E 8, size 3 1/2 x 2 1/2, 2 1/2 years old. 170 per minute.



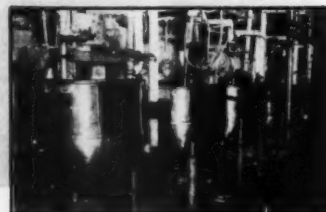
24" Lozenge Cutter, 6 Screw (large selection of Cutters).



National Equipment 32" Enrober, with Bottomer, Stringer, 50 ft. Tunnel, 20 ft. Packing Table, 1 ton Freon Compressor.



6—Green Stainless Steel, Steam Jacketed, 42 x 34 Cream Breaker type, motor driven.



5—Acme Stainless Steel, Steam Jacketed, Double Action Kettles, 43 x 35 and 38 x 36, motor driven.



14—Mills and Holmberg per Revolving Pans with motor driven.

UNION CONFECTIONERY MACHINERY CO., INC.

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LAN

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500 Wre
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Screw (lar
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Holmberg
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- Pun
- 6 - Cry

ANNOUNCEMENT

\$1,000,000 Latest, Modern Candy Equipment

- Equipment is still set up in operating position and can be observed under power.
- Quantities are limited.
- Secure the latest type machinery and modernize your plant.
- All equipment must be sold and moved immediately

ACT NOW — ALL OFFERINGS ARE SUBJECT TO PRIOR SALE

Partial List of Equipment Complete Inventory Available on Request

MOGUL DEPARTMENT

- 1—National Equipment Model M-100 Mogul, 3 D-100 Depositors for chicken corn and with 3 quadruple 60 Pump Bars.
- 1—National Equipment Model M-100 Mogul, 2 D-100 Depositors.
- 1—National Equipment AC Mogul, 2 Depositors with Stainless Steel Hoppers and Cherry Dropper.
- 3,382 — Starch Trays with starch, 14½ x 32 x 1¼.
- 3—Currie Stackers.
- 3—Currie Loaders.
- 1—Hohberger Cream Unit, with Stainless Steel Drum, Heavy Duty Beater, Big Bell, motor driven.
- 1—Latini Sugar Sander.
- 1—Huhn Double Dryer and Cooler, Wolf Cleaner, with motors and elevators.
- 1—Bullerjohn Double Dryer and Cooler, Wolf Cleaner, motors and elevators.
- 6—Groen Stainless Steel Steam Jacketed 42 x 34 Cream Breakers, motor driven.
- 1—Groen Stainless Steel, Double Arm, Steam Jacketed 32 x 28 Kettle, motor driven.
- 1—Savage 200 lb. Stainless Steel Marshmallow Beater, 5 HP motor.
- 1—National Equipment Steel Buck.
- 1—National Equipment AC Depositor with Stainless Steel Hopper.
- 6—Acme Stainless Steel Cooking Kettles, 36 x 29, 32 x 29, 43 x 35, 38 x 36, 38 x 30, motor driven.
- 1—Groen Stainless Steel Steam Jacketed Kettle, 38 x 35, motor driven.
- 1—80 gal. Copper Double Arm Steam Jacketed Mixer, motor driven.

PAN AND CRYSTAL DEPARTMENT

- 5—Revolving Pans, Mills — Holmberg — Savage, with and without Coils, motor driven.
- 2—National Equipment 500 lb. Melters, motor driven, V Belt Drive.
- 6—Copper Cooking Kettles, Steam Jacketed, 32 x 35, 23 x 15, 20 x 16.
- 1005 — Pan Trays.
- 1—Crystal Cooker 35 x 76 x 36, with Taber Pump and motor.
- 6—Crystal Tanks with Baskets.

HARD CANDY DEPARTMENT

- 1—Hohberger Continuous Cooker with Pumps and Pre-Cooking Kettles.
- 1—Jos. Baker Continuous Hard Candy Cooker
- 2—Berks Batch Mixers.
- 1—Hildreth Form 6 Double Arm Puller.
- 1—Werner automatic 34" Ball Machine, motor driven, with Lot of Rollers.
- 1—Werner Sizer and Cooling Conveyor.
- 2—6 x 8 Drop Machines, motor driven, 10 sets of Rollers, 3-way Conveyor.
- 2—Fitz Mills, Model D, 3 HP.
- 1—Rose 500 Wrapper, block 1-1/16 x 17/32 diameter.
- 1—Forgrove Wrapper, ¾ x ¾.
- 2—Chrysler Air Temps 5 ton Cooling System.
- 2—Hohberger cut rock Cutters with Conveyors.
- 1—Package Machinery new-type Model K Fan-tail Twist.
- 1—Package Machinery Model K Ball Wrapper.
- 1—Ideal Caramel Wrapper, ¾" x ¾".
- 1—Brach Cutter and Sizer with Gaebel 20" wire 2-way Conveyor, 11 ft. long.
- 2—Hohberger Cutters and Sizers, Chains, 24 ft. Conveyor.
- 1—Simplex Plastic Press, 3 Dies and Cooling Conveyor.
- 1—Latini Sizer.
- 8—York 7 ft. Batch Rollers.
- 2—Savage Model S Mixers with Taylor instruments.
- 1—Savage 25 gal. Patent Tilting Kettle, motor driven.
- 1—Triangle G2C Dribble — Bulk — Front Conveyor.
- 4—3 x 8 Steel Pressure Slabs.

LOZENGE DEPARTMENT

- 1—24" Lozenge Cutter, 6 Screw (large selection of Cutters).
- 1—Racine Slug Depositor with Agitator, motor driven.
- 1—Day Double Arm, Steam Jacketed, 35 x 38 x 28, #6, motor driven, 20 HP power tilt, or hand.
- 1—Copper Kettle, 29 x 20, Steam Jacketed.
- 1—20" Hurricane Powdered Sugar Pulverizer, Dust Collector.
- 1—Lozenge Cleaner.

FILTER ROOM

- 1—Shriver Filter Press, size 23, 38 Plate and Frame, end discharge.
- 1—Steel Tank with copper coil, 24" high, 40" x 36", Single Action Agitator, motor driven.
- 1—Steel Tank with copper coil, 18" high, 50" x 60" Single Action Agitator, motor driven.

BON BON DEPARTMENT

- 1—National Equipment Streamlined, Latest 24" New Bon Bon Enrober, Stainless Steel Tank and Construction — 1 year old.
- 1—Savage 200 lbs. Stainless Steel Marshmallow Beater, motor driven.
- 1—National Equipment 50 gal. Marshmallow Beater.
- 2—Heilman Bon Bon Machines, motor driven.
- 1—Burkhardt Copper 50 gal. Double Action, Steam Jacketed Mixer, motor driven.

GENERAL PACKAGING DEPARTMENT

- 1—Model B Transwrap, B-1535, with automatic Hopper, Conveyor, Tab Sealing.
- 2—Model A Transwrap, A108, A118.
- 1—Redington Box Machine #1110, type 9 E 8, size 3¼ x 2-11/16, 2½ years old, 170 per minute.
- 1—Package Machinery Co. FA2Q Wrapper, with overhead carriage, electric eye, 5 sizes.
- 2—Package Machinery Co. DFI Wrappers, with electric eyes and cardboard roll feed.
- 1—Hayssen 5-11 cellophane Box Wrapper with electric eye.
- 1—Lynch Bar Wrapper with electric eye and cardboard roll feed.
- 2—Simplex Bag Making Machines with electric eyes, fold-over Bottom Conveyor.
- 1—Triangle G2C Filler with Dribble Bulk and Front Conveyor.
- 2—Holm Weighers, 5 lbs: and 1 lb. cap.
- 2—Whiz Packers.

ENROBING AND CHOCOLATE PACK DEPARTMENT

- 1—National Equipment 32" Enrober, 1 ton Freon Compressor, and with Bottomer, Stringer, 50 ft. Tunnel and 20 ft. Packing Table.
- 1—2000 lb. National Equipment Melter, motor driven.
- 3—1000 lb. National Equipment Melters, motor driven.
- 1—National Equipment 16" Enrober.
- 1—Tempering Tank, 60 x 24 x 35, motor driven, Steam Jacketed.
- 3—Chrysler air temp. 5 ton.
- 1—Meyer #30 Peanut Feeder, 32", motor driven.
- 1—Schenk Cluster Machine.

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Confectionately Yours

Yep, the top has been reached. We noted this summer that a bag of 10-cent peanuts will last only to the 4th inning. Inflation is really here!

One of the best ways to avoid trouble is to wrong no man and write no woman.

A "crisis" which arose when a carload of Boy Scouts was caught without a single stick of gum—bubble or otherwise—was solved by scout ingenuity and their belief in the motto, "Be Prepared."

The Scoutmaster's gas tank had sprung a leak while they were being taken on a trip and everyone was obliged to give up his precious chewing gum to plug the leak.

Fortunately, one of the group remembered he had caramels in his lunch sack, so the gumless scouts were "saved" by caramels.

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★ Molasses is pumped from barges into 5,000,000 gallon storage tanks at Pfizer's East River terminal in Brooklyn.



Each year it happens in men's hearts...

the Quality of Christmas

Cold, bright nights, all soundless, still as the winking stars...

Smells of sweet woodsmoke, climbing straight from ink-black chimneys...

Lights from windows on white snow, tracked by friendly, crunching footsteps...

The little laughs of children around gay, tinseled trees...

Men's smiles, and women's eyes that dance in the glow of ruddy firelight...

The common, rare, wonderful perfumes drifting from spicy kitchens...

The warmth... the goodness... and the love...

May "Merry Christmas" always mean happy things like these for you

Norda

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